

Automotive Daily News

PASSENGER

TRUCK



TRACTOR

ACCESSORIES

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BUICK OUTPUT FOR SEPTEMBER REACHES 22,000

Will Continue Schedule Through Oct. and Nov. to Meet Call

FLINT, MICH., Oct. 5.—The Buick Motor Company manufactured more than 22,000 automobiles during September, according to E. T. Strong, general sales manager. He said today that because of the continued heavy demand for Buick cars, approximately the same schedule will be maintained during October and November.

"The production appears large, but it is small compared with the demand," said Mr. Strong. "We have hundreds of dealers who, since the better Buicks were introduced on August 1, have orders on their books for more cars than has been their usual entire year's quota in times gone by."

"We regret that we are not in a position to provide our dealers with all the cars they want. Since the new cars were brought out we have made every effort to distribute the output among the dealers in our vast organization in an even and as just a manner as has been possible. It is a physical impossibility to build the required cars and have them built right to Buick standards."

"We are building as many cars as we possibly can, consistently with good manufacturing. We are not being tempted to adopt makeshift methods to care for this tremendous demand because we couldn't afford to do it. We have our future reputation to protect."

Mr. Strong gave three reasons for the unusual reception Buick cars are receiving from the motor car buying public. First, he said, Buick is building a better automobile; second, it is selling at a smaller price than ever before, and, third, the small carrying charge made possible by the General Motors Acceptance Corporation time payment plan.

In making 22,000 cars in September Buick had no spasmodic production days. For more than a third of the working days of the month more than 1,000 cars were turned out every day.

W. O. RUTHERFORD, president of the Rubber Association of America, who says standardization in tire manufacture will be achieved as result of present campaign.



Chevrolet Holds To 50,000 Output

Flint, Mich., Oct. 5.—The present capacity production of approximately 50,000 automobiles a month will be maintained by the Chevrolet Motor Company right up to the time of the annual inventory in December, stated Charles F. Barth, vice-president and general manager, in an interview today.

The factories have been running at capacity for a number of months, in fact, ever since the new Chevrolets were introduced at the New York Automobile Show last January, he declared. A building 80 by 172 feet is being built at the Chevrolet plant here, and, according to Mr. Barth, it will be used in enlarging the sheet metal department. The structure will be completed in fifty days.

SPEED KINGS IN RACE

Washington, Oct. 5.—Eighteen kings of the roaring road are entered in the second world's championship automobile race, October 24, on the Baltimore-Washington Speedway, it was announced today. The entrants are Peter De Paolo, Ralph De Palma, Tommy Milton, Earl Cooper, Bennett Hill, Fred Comer, Harry Hartz, Jerry Wonderlich, Leon Duray, Bob McDonogh, William E. Shattuc, Ralph Hepburn, H. D. Carpenter, F. P. Cramer, Frank Elliott, Phil Shafer, Peter Kriess and Vic Spooner.

Nash Gains 83 Per Cent Over September, 1924

KENOSHA, WIS., Oct. 5.—The Nash Motors Company, in closing the books for September, reported a volume of business greater by 83 per cent. than that of September, 1924.

"The past month," says E. H. McCarty, general sales manager, "was the thirteenth consecutive month to show a substantially material gain over the corresponding period of the previous year."

"The number of cars shipped in September was 10,314. This is but 361 cars less than the August total of 10,675—and August rolled up the biggest monthly volume in all Nash history. September, however, having one less working day than August, actually established itself as the period of greatest daily production since the company was founded."

Chrysler Sees Era of Speedy, Light Automobile

Detroit, Mich., Oct. 5.—Walter P. Chrysler today predicted that the next important changes in automobiles will be in the field of high priced cars.

"The large, heavy car will be superseded by a light and extremely efficient car of 100 horse power and a speed of ninety miles an hour," he said. "The new car will cost 25 per cent. less than the expensive machine today."

"The next two years will see the most revolutionary changes in the history of the industry," said Mr. Chrysler. "An era in unexampled motor car performance is in the offing. These results will be brought about by superior design and a manufacturing integrity, the secrets of which have been revealed only since the light, compact car came into existence."

TEN COMMERCIAL PLANES WIN IN FORD AIR CONTEST

Special from A. D. N. Detroit Bureau
Detroit, Oct. 4.—Ten planes were unofficial winners in the first commercial airplane reliability tour for the trophy offered by Edsel Ford, and four are losers. The winners and their pilots are:

Stout metal transport, Edward G. Hamilton; travel air No. 0, A. K. Campbell; travel air No. 4, Walter Beach; Fokker F-VII, E. P. Lott; Martin commercial No. 24, Cy Caldwell; Martin commercial No. 26, L. B. Richardson; swallow No. 14, Carl Rowland; swallow No. 16, John Stauffer; Yackey sport, Edward Adams; Waco No. 16, Lloyd Yost. It is probable that the Curtiss carrier pigeon, piloted by Casey Jones, will be adjudged to have qualified, after a ruling by the committee on the circumstances of the accident in which the plane was involved.

FOREIGN BUSINESS OF STUDEBAKER INCREASING

New York, Oct. 5.—Arthur J. Morris, president of several companies, including the Industrial Acceptance Corporation, which finances the purchase and sale of Studebaker Company motor products, has returned from Europe. Foreign business of the Studebaker Company is steadily expanding, Mr. Morris said.

RETURNS HOME

Oakland, Cal., Oct. 5.—Norman De Vaux, active head of the Durant interests on the Pacific coast, has just returned from a conference in the east with W. C. Durant and other Durant executives.

MAY STANDARDIZE BALLOON TIRES

New York, Oct. 5.—There is a renewed prospect of the standardization and reduction in the number of sizes of balloon tires through the activities of the Society of Automotive Engineers, whose council last spring re-established the tire and rim division of its standards committee for the purpose of considering the advisability of attempting to accomplish this end.

A questionnaire on the subject was sent to all automobile manufacturers and in response thirty well known companies have expressed themselves as favoring a definite standardization program on balloon and semi-balloon tires.

Commenting on the present situation, a number said that there are too many sizes. Other comments were that the multiplicity of sizes and types causes great waste and should not be allowed to continue, that tire design should suit car design, and that the 20-inch wheel is preferred.

At the annual meeting of the Rubber Association of America, W. O. Rutherford, president, said:

"In the field of standardization and simplification we have made little progress. This is particularly true in the business where the introduction of the balloon tire has multiplied and complicated the problems of the industry. However, we have tackled the problem with undiminished courage and a forward view which will support the prediction that we shall eventually emerge with a much simpler line of automobile tires than we ever had."

GOVERNMENT OFFICIALS TO ADDRESS TIRE CONVENTION

New York, Oct. 5.—R. M. Hudson, chief of the division of simplified practice of the Department of Commerce, Washington, D. C., will be one of the speakers at the annual convention of the National Tire Dealers' Association at St. Louis on November 17, according to announcement today by George J. Burger, president.

Another government official who will speak on the following day is Paul L. Palmerton, chief of the rubber division of the Department of Commerce.

One of the best meetings in the history of the association is anticipated.

SERVICE ANNOUNCED

Detroit, Oct. 5.—A. O. Dunk, president Puritan Autoparts Company, announces the establishment of service on Golden, Belknap & Swartz motors and parts.

AUTOMOTIVE MEN FLOCK TO 44TH A. E. R. A. SESSION

Bus Exhibits Absorb Chief Interest at Atlantic City

Special to the Automotive Daily News

ATLANTIC CITY, N. J., Oct. 5.—Hundreds of electric traction delegates, bus manufacturers and automotive accessory dealers are pouring into this city by bus, private car and railroad today for the 44th annual convention of the American Electric Railway Association on Young's million dollar pier.

It is the consensus among association officials and several bus manufacturers already here that this annual convention and exhibition is coming to be more of a national transportation conclave than just a meeting of electric traction interests.

This, they explain, is due in a large sense to the increasing number of bus and bus accessory exhibitors at these conventions. This increase is indicative also of the expansion of bus operation throughout the country. In the past year or two bus and electric traction companies have become more independent operators.

Traction companies, certain railway men here say, are putting motor bus to work for them in larger numbers than ever before, and, naturally, the manufacturers sensing this growing sales field, are doing everything in their power to bring their product to the attention of street railway officials.

Practically all of the large bus manufacturers in the country are represented here this week and have anywhere from three to nine big buses on the Million Dollar Pier or under a big exhibition tent on Shelburne Court, adjacent to Shelburne Hotel and only stone's throw from the pier.

Among the larger bus manufacturers exhibiting this year are Pageol, White International Motor Company (Mack buses), Graham Bros., Pierce Arrow, Reo, Schaefer.

Officials of the association point to the large number of bus exhibits this year and foresee an even greater gathering next year. In the same breath declare that already there is a pressing need for more space. Many exhibitors this year were disappointed in not being able to obtain sufficient space for their requirements.

Some idea of the growth of an annual event may be gained by viewing the exhibition statistics of the past few years. In 1923 the exhibit covered 75,631 square feet and was visited by more than 4,404 persons. Last year registration was 5,804 and the exhibit occupied 86,349 square feet. This year's show covers 100,004 square feet in two different places, the Pier and Shelburne Court. The convention committee expects a registration of at least 7,000 delegates and guests during the week.

Regular sessions of the convention will be held in the Greek Temple on the pier. The first session was held today at 10 a. m. at which time the association president delivered his annual address.

Wednesday has been set aside as exhibit day. There will be no formal meetings and the entire day will be devoted to the exhibits.

(Continued on Page Two)

Willys-Overland Smashes Own Production Records

Toledo, O., Oct. 5.—Faced with the greatest dealer demand it has ever experienced, the Willys-Overland factory is entering the fall months with production and shipment records that break all marks in the history of the company.

More than 155,000 Overland and Willys-Knight automobiles were manufactured by Willys-Overland in the period from January 1 to September 15, thereby establishing a new production mark greater than any production record established by the company for a similar period.

In addition to breaking the eight

and one-half months production and shipment records of the company, Willys-Overland established a new mark in shipment for a fifteen-day period when more than 10,500 cars were shipped to dealers throughout the country from September 1 to 15 inclusive, with the production mark during the same period greatly in excess of any schedule ever before established.

Factory production schedules, plus dealer's future orders now on hand, indicate that Willys-Overland will break all production and sales records for fall months.

REMY ELECTRIC ADDS UNIT AT ANDERSON, IND.

General Motors Subsidiary Builds to Meet Increased Business

ANDERSON, IND., Oct. 5.—Construction has been started here on an addition to the Remy Electric Company, a subsidiary of General Motors Corporation, which will extend floor space by 104,000 square feet. The cost was not announced.

C. E. Wilson, general manager, issued a statement in which he said the extension would not result in immediate employment of a larger working force, although it will allow for a 25 per cent. increase in production. The two plants in this city now employ 4,202 workers and with the addition will have capacity for a total of 5,000.

The new plant will be devoted to the manufacture of generators exclusively. E. R. Godfrey, formerly superintendent of No. 2 plant, will assume charge of the addition when it is completed. The branch plant at Muncie, manufacturing wiring harness and other apparatus, will not be affected.

Plans for the addition call for a structure 200 feet wide, 520 feet long and of one-story mill construction.

The Remy factory is operating at peak capacity, with some departments working overtime.

ENGINEERING SOCIETY OF DETROIT ANNOUNCES MEET

Detroit, Oct. 5.—R. R. Sees, manager of the construction and maintenance department of the Packard Motor Car Company; R. Z. Hopwood, plant superintendent of the Packard Motor Car Company; L. S. Burn, assistant works manager of Fisher Body Corporation, and H. E. Ramsay, maintenance engineer of Vernon, Wilhelm & Molby, will be the speakers at the plant engineering and maintenance meeting of the Detroit Engineering Society Friday, October 9. The Detroit chapter, Society of Industrial Engineers, will meet at the same time.

DAVIS PRODUCTION MGR. OF CHEVROLET CO. PLANT

Buffalo, N. Y., Oct. 5.—W. E. Davis, formerly of Buffalo but now connected with the Chevrolet Motor Company, Detroit, became production manager at the Buffalo Chevrolet plant on October 1. He succeeded E. J. Maxwell, who goes to Detroit to become connected with the home office.

AUSTRALIAN IMPORTS

Washington, D. C., Oct. 5.—Australian imports of automotive products for the eleven months ended May, 1925, were: motor chassis, \$9,507,206; motor bodies, \$1,001,410; motor cycles, \$698,136.

Annual A. E. R. A. Session Attracts Automotive Men

(Continued From Page One)

will be given over to inspection of the hundreds of exhibits stretching the full length of this pier. Bus manufacturers here are decidedly optimistic with regard to the situation in the industry. Certain manufacturers and vendors declare they are slightly behind in deliveries. They look forward to a most active year and believe that among street car companies there is a growing feeling of friendliness to the bus as an adjunct to their electric service.

The spirit of rivalry and

Speakers at Aeronautic Meeting of S. A. E. Tomorrow



W. LAWRENCE LE PAGE of the Gardner Publishing Company, who will speak on "Light Airplanes and Lower Powered Flying" at S. A. E. session.



J. E. WHITBECK, superintendent of the Eastern division of the air mail service, who will discuss "Airplane Operation" at tomorrow's session of the S. A. E. in New York.



J. PARKER VAN ZANDT of the Department of Commerce, Washington, D. C., whose subject at tomorrow's session of the S. A. E. will be "Reliability in Operation."

Producer Gas Is Given Severe Test in Europe

Special from A. D. N. Paris Bureau

PARIS, Oct. 5.—A 1,250-mile demonstration run through France and Belgium, undertaken by a fleet of 13 trucks to test the practicability of producer gas as a means of motive power, will be concluded here October 11.

Each vehicle is equipped with a producer gas generating apparatus, into which water and solid fuel are fed instead of gasoline. The heat decomposes the water, and the resultant gas gives off power in the same way as gasoline vapor does.

The demonstration, which started in Paris on September 18, is under strict government control. The vehicles entered range from a 3,000-pound can to a 5-ton truck. The machines have been entered by the largest French automobile firms, such as Berliet, Panhard, Renault and Saurer.

Upon their return, the vehicles will be dismantled, their condition examined and bench tests made of their power plants, starting October 25.

This demonstration run, it is generally conceded, can be considered as the official bow of producer gas coming on the market as a recognized and accepted motive power for goods transportation.

The Russian Soviet government has delegates following trucks in the demonstration, and has announced its intention of inviting foreign manufacturers to participate in a similar contest to be organized in Russia in 1926.

London, Sept. 29 (U. T. P. S., by mail).—A delegation consisting of representatives of the Commercial Motor Users' Association has proceeded to Brussels to attend the trials of automotive trucks driven by producer gas.

Coast to Coast Bus Travel Is On

New York, Oct. 5.—While the coast to coast "Pullman" bus lines are apparently still in the making, it is quite possible to arrange to travel from New York to Los Angeles, by gasoline all the way.

An automobile travel agency, which has apparently capitalized the growing willingness of Americans to take long-distance jaunts by motor, advertises service from New York to Chicago at \$22.50. From Detroit to Chicago the fare is \$7.

From Chicago the traveler takes bus for St. Louis and uses private touring cars west of that city. Schedules and fares from Chicago are as follows: St. Louis, one day, \$7; Kansas City, two days, \$12.50; Omaha, two days, \$12.50; Denver, four days, \$26.50; Fort Worth, four days, \$25; Dallas, four days, \$26; Salt Lake City, six days, \$35; and Los Angeles, nine days, \$49.50.

HIGHWAY EXPOSITION PLAN IN NEVADA FOR 1926 MADE

Oakland, Cal., Oct. 5.—The city architect of Oakland is preparing plans for a \$12,000 structure to be erected as the Alameda county building at the Nevada Transcontinental Highways Exposition in 1926. The site for the San Francisco building has been selected, and plans for it will be made this week.

Lanscaping at the exposition grounds in Reno is 75 per cent. completed, and City Engineer Chism has asked for bids for damming the Truckee River to enhance its appearance where it joins the exposition site.

CHAMPION SAILING

Detroit, Oct. 5.—Albert Champion, president of the AC Spark Plug Company, Flint, will sail for Europe Wednesday on the Berengaria. Mr. Champion goes abroad annually in the interest of his European plants, located in Birmingham, Eng., and Paris, France. He will attend the Olympia show in London.

Exhibit of Autos Encourages Sales

Brockton, Mass., Oct. 5.—The Brockton Fair Automobile Show came to a close Saturday. More than 200 cars were on exhibition at the show in all the latest models.

Local dealers and distributors feel enthusiastic over the results of the show. An estimate of the total sales the five days of the show gives the number at approximately 100 cars. The prospects for future sales, according to the exhibitors, are very bright and a record automotive sales season is anticipated.

A unique contrast to the modern cars on exhibition was the 1901 Packard shown. This ancient bus service amounted to about 1,272 is still able to hold its own, however, and demonstrated this fact Friday when it was driven in review before Gov. Alvan T. Fuller of Massachusetts, a guest of the fair. Gov. Fuller is a member of the firm of the New England branch of the Packard Motor Company.

AUSTIN MOTOR EARNS £470,903 IN YEAR

London, Oct. 5. (U. T. P. S.).—The much-delayed accounts of the Austin Motor Company for the year ended September 30, 1924, have at last been issued. The trading profit for the twelve months was £470,903. After deduction of various charges the net profit works out at £161,174.

PHILADELPHIA SHOW DATED

Philadelphia, Oct. 5 (U. T. P. S.).—The date set for the Philadelphia Automobile Show is January 9 to 16. The estimated attendance is 60,000. This is an annual event and includes the display of automotive equipment and accessories, as well as automobiles. J. G. Roberts, president of the Roberts-Nash Motor Company, is president of the Philadelphia Automobile Trade Association, under whose auspices the show is given, and W. H. Metcalf is executive secretary.

Detroit Registrations Show Heavy Increases

Detroit, Oct. 5.—September motor car registrations in Wayne county show some remarkable increases over September, 1924, as well as for the nine months. Gains are especially marked in the six-cylinder class. Following compares September and the nine months with corresponding periods of 1924:—

	Sept.	9 Mos.
Ford	1,524	1,835
Hudson-Essex	1,011	347
Buick	664	266
Chrysler	337	87
Chevrolet	884	281
Dodge	201	177
Humobile	40	63
Nash-Ajax	278	77
Paige-Detroit	116	11
Packard	100	26
Studebaker	169	229
Total	5,224	2,875

*Figures unavailable.

USE OF BUSES SPREADS AMONG TRACTION LINES

Twice as Many Operating Stages as Year Ago

NEW YORK, Oct. 5.—The extent to which operation of motor buses has increased among electric car lines is revealed in a survey just completed by the American Electric Railway Association. The figures indicate a quadrupling of bus service by the companies, and almost a doubling of the number of car companies engaged in bus transportation.

Against 138 trolley companies operating 1,886 motor buses over 2,355 miles of route in August, 1924, were in September, 1925, 249 traction companies operating 4,437 motor buses over 11,668 miles of route. Included in the figures are thirteen street car companies that have totally abandoned electric railway service and are now operating fifty-nine buses over 122 miles of route.

The growth of the operation of motor buses by electric railway companies is briefly and vividly pictured in the following table:—

Date	No. of Routes	Miles of Route	No. of Buses
January, 1921	12	35	73
December, 1921	27	—	131
July, 1922	38	—	174
January, 1923	56	878	355
August, 1923	99	1,043	768
January, 1924	110	1,390	1,100
August, 1924	138	2,355	1,886
January, 1925	171	4,285	2,660
September, 1925	249	11,668	4,437

The record for the first nine months of 1925 shows this year to be considerably in advance of previous years so far as the motor activities of electric railway companies are concerned. There were 78 more companies reported as operating motor buses in September than were reported at the beginning of the year.

The increase in the number of buses was 1,777 and in number of miles of route 7,383. The increase in route mileage produced by the new companies inaugurating bus miles, of which 306 is city or suburban mileage and 966 is interurban mileage.

This leaves a balance of 6,111 miles to be credited to additional service, started since January 1 by companies previously reported.

WHITE CO. OF CLEVELAND OPENS DETROIT BRANCH

Special from A. D. N. Detroit Bureau

Detroit, Oct. 5.—The White Company of Cleveland has established a factory branch in Detroit under the direction of J. C. Compton. The branch will take over the business at 1465 East Grand Boulevard, formerly conducted by the Detroit White dealer. The present selling organization will be retained. Expansion of service facilities has been arranged and a corps of factory-trained mechanics, experts in White trucks and buses, has been assigned to the service department. Before taking charge in Detroit Mr. Compton was sales manager of the White Company's branch at Minneapolis.

ARKANSAS SEES HIGH VOLUME OF CAR SALES AHEAD

LITTLE ROCK, Ark., Oct. 5.—Never in the history of the automobile industry, except in the war period, has Arkansas been in a better financial condition to buy motor cars. Ford dealers who have been without stocks for two months have orders booked months in advance, while Chevrolet and Star and Overland cars are finding ready buyers.

The cotton crop will exceed that of 1920, the banner year, and with prices better. Banks are loaded with money seeking an outlet, with more coming in as farmers market the first ginning. Industrial development is also occupying front page space in the newspapers, with gigantic corporations vying with each other for water power rights, both here and in Washington.

It is confidently predicted that the last quarter will see the greatest buying of motor cars ever known in the state. Thousands of prospects from rural districts are placing orders for cars, from the lowly flivver to the highest priced cars on the market. The highways of the state are fast becoming the best in the South and one can cross the state in any direction in any kind of weather.

The registration of automobiles in 1925 is expected to pass the 200,000 mark before Christmas, with an increase of more than 60,000 over 1924. New car registrations are exceeding 2,000 a month, while used cars are showing up at the rate of 4,000 to 6,000 in the same period.

Trucks and tractors are also finding a ready sale, with many new lines entering the state for the first time. There is a degree of optimism noted in every line of business without exception.

CLOSED CAR SALES

Beaver, Pa., Oct. 5.—Sales of closed cars for the month of September have reached a new high record in Beaver county, Pennsylvania, both high and low priced cars sharing in the increased demand. In open models Fords lead, with Chevrolets a close second.

Used cars have been moving well, as dealers are practically taking in nothing but closed models. Weekly discussions of the used car problem by dealers of six near-by towns have done much to solve the used car problem here.

OUTLOOK CHEERFUL

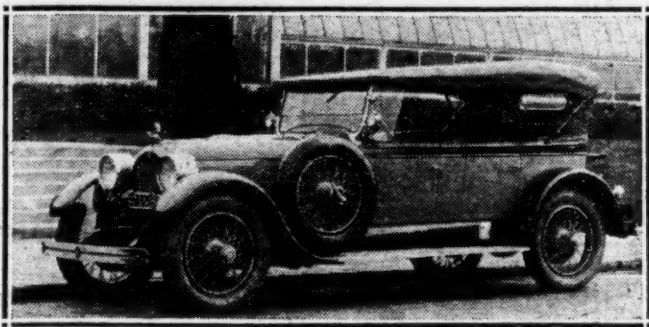
Topeka, Kan., Oct. 5.—The month of October is being looked forward to by dealers, agents and distributors in this territory as the start of the best fall season in the history of the business.

During September sales of new Buicks, Chevrolets, Dodges and Fords were practically at a standstill because of inability to get shipments from the factories and, with advance orders ahead and sales prospects at a higher peak than they have ever been at this time of the year, deliveries constitute the only source of apprehension.

The source of the greatest part of the new business is from the farms, according to Noel W. Wood of the Wood Motors Company, with agencies in Topeka and Hutchinson. "Farmers are responsible for a 12 per cent. increase in this year's sales. They are buying closed cars. In fact, my experience is such that in a short time I do not expect to handle open cars much longer." Wood sold more than ninety Buicks in August and four of this number were open models.

Business cars are being bought the year round in this territory and there is no season on them, according to W. H. Innes, who has the Dodge agencies in Topeka, Manhattan and Salina.

DUESENBERG SPORT MODEL—Duesenberg Motors Company are now producing this new four-passenger sport touring car with many new distinctive features.



NEWARK AUTO DEALERS START XMAS CAMPAIGN

Newark, N. J., Oct. 5.—With the signal success of last year in mind, local automobile dealers are once again contemplating an extensive "Buy a Car for Christmas" campaign. Before long posters bearing this slogan will be on display in every showroom in the city.

New Plan Aids Reo Salesmen

Special from A. D. N. Detroit Bureau Detroit, Oct. 5.—Salesmen of the Detroit branch of the Reo Motor Car Company have organized a club through which each man is credited with the sale of a car when made to a former Reo owner, even though he does not make the sale personally.

Under the plan a Reo owner purchasing a new car is turned over to the salesman who made the original sale, if possible. If the salesman is not available, he is given credit for the sale, even though it is closed by another man.

The club has been called "The Gold Standard Go-Getters," and the following officers were elected: George W. Thomas, president; Dick Morrisson, vice-president; Edward W. Dittman, secretary and treasurer. Board of directors: Warren King, Fred Carisch and Harry James.

AUTO "BOOSTERS CLUB" BANQUET OCTOBER 17

Dallas, Tex., Oct. 5 (U. T. P. S.).—The "Boosters Club," composed of representatives of automotive manufacturers in the Southwest, will stage its annual banquet and frolic at Dallas on October 17. Invitations to more than 100 automotive jobbing houses in Texas, Oklahoma, Louisiana and Arkansas have been sent out for the occasion.

Among the speakers for the banquet will be C. L. McCauley of Waco, president of the Texas Automotive Jobbers Association, and Ken Cloud of Chicago, editor of an automotive publication.

HUPMOBILE DEALERS CONVENE IN HARTFORD

Hartford, Conn., Oct. 5.—Thirty-eight of the forty associate dealers of the L. & H. Motor Company, Hupmobile distributor in seven of the eight counties of the state, were the guests of the parent organization at the Hotel Heublein last Tuesday evening. One hundred and fifteen were present, the occasion being the formal observance of the Hartford to Detroit record established by Major Thomas W. Campbell, president, and Clarence E. Emery, wholesale manager of the L. & H. Motor Company.

NEW BUS ROUTES

Richmond, Va., Oct. 5 (U. T. P. S.).—Tentative bus routes over three lines have been accepted by the Durham, N. C., city council in the replacement of street cars with buses in some sections of the city. The bus routes as outlined give service to Hayti, the colored section, and under the program street cars over the Mangum-Chapel Hill line will be replaced by buses.

Tedco Anti-Theft System Adopted By Chrysler

Special from A. D. N. Detroit Bureau Detroit, Oct. 5.—The Chrysler Corporation has adopted the Fedco patented theft numbering system, exclusive on all Chrysler automobiles, which, it is believed, will tend toward greatly reducing theft of cars.

The Fedco system consists of a serial number plate attached to the instrument board of each car, made and fitted in such a way that it can not be changed or removed without detection, according to the inventors.

"The numbering system for theft prevention is a model for the industry as a whole," says J. E. Fields, vice-president in charge of sales of the Chrysler Corporation.

"This new plate, which is now placed on the instrument boards of all Chrysler cars where it is easily visible for inspection, is made of nickel and copper, by a secret process, and is anchored in place in such a way that any attempt at its unlawful removal will result in defacement.

"At the same time, because of its unique construction, it is proof against any attempt to alter the figures. The Underwriters' Laboratories, whose approval it has (together with that of the National Chamber of Commerce and the National Automobile Dealers' Association) made every possible test to determine if its purpose could be defeated but failed in every instance."

TO DISTRIBUTE AUBURN

Olympia, Wash., Oct. 5.—Distribution of the Auburn motor car line in Olympia and Thurston county has been placed in the hands of Epley's Day and Night Garage of this city. Heretofore the Auburn line has not been represented by a dealer in this section of the state.

IOWA LEADS IN NUMBER OF CARS FARMER-OWNED

NEW YORK, Oct. 5 (U. T. P. S.).—Iowa ranks first with farmer-owned cars, 219,854 being registered. Pennsylvania is fifth with a total of 191,793 cars, and New York is sixth with 178,019 farm-operated vehicles.

Of all the cars now running in the United States, farmers own 2,821,085, an average of one car to every 8.1 farm people.

Farmers, according to American Research Foundation statistics, are the greatest buyers of automotive accessories. They purchased 9,250,000 tires and 10,000,000 tubes last year. They buy yearly 1,250,000 storage batteries, 8,000,000 spark plugs, 7,500,000 feet of brake lining, 45,700,000 gallons of oil and 18,000,000 piston rings. Mail order houses are at present supplying a large percentage, showing the possibilities of dealer initiative and of chain store expansion.

It is estimated that farmers will buy 1,119,500 automobiles in 1925 with a new investment of \$864,760,245.

DUESENBERG FACTORY BRANCH IN ST. LOUIS

St. Louis, Oct. 5 (U. T. P. S.).—A factory branch has been opened in St. Louis by the Duesenberg Automobile and Motors Company, Inc., Indianapolis, maker of the car which has won the Indianapolis Speedway 100-mile race the past two years. The manager of the branch is Walter Shawvan.

for Economical Transportation



Chevrolet closed cars have such features as balloon tires, speedometer, cowl and dash lights and an automatic windshield wiper included in the list price of the car.

People who consider what they get for the price they pay recognize real value in Chevrolet.

CHEVROLET MOTOR COMPANY, DETROIT, MICH.
Division of General Motors Corporation

Touring . . .	\$525	Coupe . . .	\$675	Commercial Chassis . . .	\$425
Roadster . . .	525	Coach . . .	695	Express Truck Chassis . . .	550
		Sedan . . .	775		

ALL PRICES F. O. B. FLINT, MICHIGAN

QUALITY AT LOW COST

Automotive Daily News

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TUESDAY, OCTOBER 6, 1925

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By THOMAS HENRY, President of the American Automobile Association

RETENTION of the Federal excise tax on automobiles is a dangerous legislative precedent. The only justification or excuse for such a tax was as a war measure. To keep it now, when the needs of the government do not require the use of emergency measures, is an unjustifiable distortion of our Federal taxing system.

Public confidence, so much needed in legislative matters today, naturally ebbs under such conditions. The inevitable result will be that future emergencies will be met with no such spirit of co-operation as was given by the motorists and the automobile industry during the late war. Each industry or group of citizens will suspect the government of using an emergency tax as an opening wedge to fasten upon them a burden which they will have to fight for years to get rid of.

There is not a single tax scheduled for relief that will be of greater benefit to the American people as a whole than the elimination of the automobile excise tax. Even a reduction in the normal rate of income tax could not possibly reach as many people as a like amount taken off the automobile tax. In this country today there are four motor car owners to every income taxpayer.

An analysis of the situation made by the American Automobile Association shows that even though this excise tax be completely eliminated, the estimated surplus in Federal revenues for the fiscal year 1926 will be ample to permit other tax reductions scheduled in the program of the administration.

In Wisconsin they want a forty-mile an hour speed limit and somewhere else a man invents a contrivance to ring a cowbell, blow a whistle and sound a Klaxon if the speed reaches twenty miles an hour. Evidently, the jewel of consistency has been side-wiped somewhere along the line.

The ban imposed by hard-hearted Springfield, Ill., officials on colored lights, mufflers and jazz whistles is rather discouraging to young motorists of futuristic inclinations. It is to be hoped, however, that the prohibition will not be extended to those signs bearing such pithy slogans as: "You couldn't be hit by a better car." "Our ideas are high, we ride on balloons." "Don't mind us if we don't mind you, Mr. Cop," etc., etc. Life could hold no sharper sting.

BELOW are two dotted lines, waiting for your name and address. Sign, if you want to help repeal the war-time excise taxes on motor vehicles, parts and equipment. Paste a strip of paper below your own signature and ask your employees and customers to sign also. Then send the petition to the Automotive Daily News, 25 City Hall Place, New York City.

A PETITION TO THE CONGRESS OF THE UNITED STATES FOR REPEAL OF THE EXCISE TAX ON MOTOR VEHICLES AND PARTS.

We, the undersigned citizens of the United States, dealers in and users of motor vehicles and equipment, respectfully and earnestly urge the repeal of the war-time excise taxes on passenger motor cars, motor trucks, parts, tires and accessories. During the period of the war and readjustment, these taxes were willingly and patriotically borne. The economic need for them has now passed. Their continuance is a serious hampering of business and a heavy burden on users of motor vehicles and equipment.

Signed.....

Address.....

DRIVE ON EXCISE TAX SPREADING

St. Louis, Cincinnati, Portland and Other Cities Join

St. Louis, Oct. 5 (U. T. P. S.).—

A letter urging Missouri motorists to solicit their senators and representatives in the Sixty-ninth Congress to act for the repeal of the war excise taxes on automobiles and motor products, has been sent to all the divisions of the Automobile Club of Missouri by Matthew F. Morse, secretary of the Automobile Club of Missouri.

It was declared that the repeal of this tax would average a yearly saving of approximately \$10 on every automobile in the United States. The letter urged that part of the \$350,000,000 surplus available for tax relief be applied to the repeal of the excise tax on automobiles, parts and accessories.

"This was a war measure and as such the motorists submitted and paid," stated Morse, "and now, seven years after the close of the war, the millions of motorists are paying approximately \$150,000,000 in the form of a tax levy into the general fund of the United States treasury to be applied to general government needs."

CINCINNATI IN MOVE

Cincinnati, O., Oct. 5.—The Cincinnati Automobile Club has fired the first gun in what is designed to be an intensive campaign against the excise tax on automobiles. At a meeting of the directors of the club today a motion was passed unanimously favoring the elimination of all excise taxes pertinent to the automobile. The resolution was referred to the legislative committee of the organization with a recommendation that a report be made at the earliest possible moment.

JOINS DRIVE

Springfield, Ill., Oct. 5.—Aggressive opposition of the American Drivurself Association to the Federal excise tax on automobiles was decided upon here last week at the meeting of the Illinois section of the organization and the executive committee of the national association. The Drivurself Association will name a committee to appear before the congressional Ways and Means Committee to oppose the excise tax, as well as the occupational tax of \$10 and \$20 a vehicle assessed against taxicabs, Drivurself and bus operators. Brainard H. Smith, Springfield, is president of the association, which was started last spring and has an unusually wide membership.

TEXAS IN LINE

Galveston, Tex., Oct. 5 (U. T. P. S.).—W. W. Fraser, secretary of the Galveston Auto Protective Association, is urging members of that organization and all other automobile owners of Texas to get in touch with the United States senators and representatives in congress from Texas and get them to support the repeal of the excise tax on automobiles and parts and accessories.

WOMAN SEEKS LAW FOR FIRST AID AUTO KITS

Chicago, Oct. 5.—A movement urging legislation to compel motorists to carry first-aid emergency outfits will be launched under the direction of Mrs. Edward Willette, legislative chairman of the North Austin Woman's Club. The proposition was placed before the Association of Commerce by Mrs. Willette and will be taken to Mayor Dever. Mrs. Willette believes the presence of a first-aid kit in automobiles would save many lives in case of emergency. The law also would require gasoline and oil filling stations to be prepared for first-aid treatment of injured motorists.

The Observer

What's the outlook for the bus business?

Wall Street in the past six months seems to have discovered that there is an industry manufacturing motor vehicles.

Many have wondered when the financial groups would become aware of this.

Particularly the money world seems interested in the motor bus market.

Is this optimism sound?

Students of transportation, without reference to particular companies, must grant that it is.

The bus brings into the picture a new type of travel. Just as the motor car and motor truck are complements of the railroad, so the motor bus is a complement of the passenger car.

The bus is the de luxe, convenient, mass form of transportation for taking the worker to his job.

He pays ten cents (in most cities) and is assured of his seat, a comfortable seat where he can read the morning paper; and be rested by his ride.

That is the simple economic basis of the whole matter: a restful ride at a little higher price.

For the man who has his own car to drive, the bus still performs a service, because in many instances it is more convenient for the office worker to take the bus, and to use his motor car for business trips, for evening rides, for vacations, and for general health and recreation for his family.

The bus business is surely moving forward. Sixty thousand in use was the estimate by the National Automobile Chamber of Commerce early in this year.

Thirty-five thousand were being employed in the going-to-and-from-work service talked of above, and 20,000 were used by rural schools.

The rural school market will

Michigan Gas Tax In August \$977,010

Detroit, Oct. 5.—Gasoline tax collections in Michigan in August totaled \$977,010, an increase of \$29,232 over \$947,677 collected in July. Gross collections in August were \$1,025,433, with refund totaling \$46,423.

Net gasoline tax receipts for the seven months ended with August were \$5,121,488. Department of state officials estimate receipts for 1925 will exceed \$7,000,000.

The automobile weight tax up to September 1 totaled \$12,866,638 and the year's total will run around \$14,000,000. It seems certain that weight and gasoline taxes combined will net Michigan more than \$21,000,000 this year.

START BRANCH OF A. A. A. IN PETERSBURG, ILL.

Springfield, Ill., Oct. 5.—Organization of a subsidiary branch of the Springfield office of the A. A. A. was started in Petersburg, Ill., today as a result of a dinner and meeting held there September 29. The branch, which is being organized by Clyde Middour, field representative of the association, will co-operate with the Petersburg Rotary Club in marking historic spots, such as the grave of Ann Rutledge, located near the city. The new club also will inaugurate a safety campaign for the city through an educational campaign in the Petersburg schools.

continue to be large, because the industry has greatly improved its light bus products in the past year or two, and many schools now using makeshifts will find it economical to get new vehicles.

There is also a large interurban and sightseeing market.

It is difficult to predict what the bus production will be in 1926; perhaps 12,000, perhaps 15,000. The number of heavy chassis made in the past has been limited, about 15,000 over 3½ tons in 1924, and this included many trucks; but the valuation of a bus runs high and the dollar business in this field will be large.

Coming Automotive Events

OCTOBER

- New York City—Society of Automotive Engineers. Aeronautic meeting.
- 1-7—Coliseum Bldg., Salt Lake City, Utah. Auto show at State Fair.
- 1-10—Tulsa, Okla. International Petroleum Exposition.
- 3-13—Buenos Aires. Pan Road Congress.
- 5-9—Young's Million Dollar Pier, Atlantic City. American Electric Railways convention.
- 5-10—Danbury, Conn. Auto show at State Fair.
- 7—Tulsa, Okla. Mid-Continent Oil and Gas Association.
- 7-10—Montreal, Canada. Motor and Accessory Manufacturers' Association. Fall convention.
- 8-17—London, England. Olympia Passenger Car Show.
- 10—Chicago. Chicago Automotive Trade Association. Used car show.
- 10—Laurel, Md. American Automobile Association race, at Baltimore - Washington Speedway.
- 10-17—Boston. World's Rubber and Tropical Exposition.
- 10-25—Dallas, Tex. Dallas Automobile Trades Association show at State Fair.
- 12—Salem, N. H. American Automobile Association race.
- 12-14—Pittsburgh, Pa. Pennsylvania Automotive Association convention.
- 13-14—Montreal, Canada. National Association of Automobile Companies convention.

- 17-Nov. 1—San Francisco, Cal. Fifth annual California and Industries Exposition.
- 18-31—Salonica, Greece. First annual sample fair.
- 20-30—Grand Rapids, Mich. Michigan Association of County Road Commissioners and State Highway Department. Building show.
- 20-21—Greensboro, N. C. Carolina Automotive Association meeting.
- 21-31—Boston. American Welding Society.
- 24-Nov. 5—Shreveport, La. Auto show at State Fair.
- 24—Charlotte, N. C. A. A. A. race.
- 29-Nov. 7—London, Eng. Annual truck show.

NOVEMBER

- New York City—Society of Automotive Engineers, service engineering meeting.
- 5-7—Chicago, Ill.—Annual convention and show.
- 7-15—Sao Paulo, Brazil—Automotive exposition.
- 9-14—Chicago, Ill.—Convention and show, Automobile Equipment Association, Coliseum.
- 9-14—San Francisco, Cal.—All-Western Road Show.
- 12-13—Philadelphia, Pa.—Society of Automotive Engineers, automotive transportation meeting.
- 12-13—Des Moines, Ia.—Iowa Automotive Merchants' Association convention.
- 15-21—New York City, Automobile Salon, Inc. Twenty-first Annual Automobile Salon. Hotel Commodore.
- 17-19—St. Louis, Mo.—National Tire Dealers' Association convention.

Financial News of the Automotive Industry

AMERICAN BOSCH EARNINGS JUMP

Net of \$2.60 a Share Is Indicated for First Nine Months

New York, Oct. 5.—Earnings of the American Bosch Magneto Corporation in September are estimated at \$60,000 after interest and depreciation, or approximately as much as the corporation earned in July and August combined. Net profits for the third quarter are expected closely to approximate \$121,000, which would compare with a loss of \$51,000 in the corresponding period of 1924.

For the six months ended June 30 Bosch reported net after charges of \$241,895, compared with \$176,980 in the first six months of 1924. The current half year's balance was equal to \$1.75 a share on the 133,266 shares.

On the estimate above for the third quarter, net would equal upward of \$2.60 a share for the first nine months.

The corporation is beginning to derive some profit from radio business and this product is expected to be a more important factor in the last quarter of the year. Notwithstanding that a seasonal let-up in demand from its automobile customers is expected, it is believed sufficient demand is developing in the radio field to insure earnings of at least \$200,000 for the final quarter, bringing the year's net above \$500,000, which would compare with net for 1924 of \$107,626.

Proposed readjustment of capital structure through the sale of 69,133 new shares and retirement of \$2,125,000 8 per cent. notes will effect an annual interest and sinking fund saving of \$295,000, or nearly \$1.50 a share on the 207,399 shares which will be outstanding when the readjustment is completed. Aside from this saving, it will free the company from the note indenture restrictions which would have postponed dividends on the stock for at least two years, in the opinion of bankers.

Norwalk Tire Has Phenomenal Gains

Norwalk, Conn., Oct. 5.—Alexander S. Banks, vice-president of the Norwalk Tire and Rubber Company, announces that business and profits this year have been phenomenal. The company started the year with a production program of \$3,000,000 of tires a year. Sales up to September 30 were approximately \$3,400,000.

Profits for July and August were \$93,000 net after depreciation, interest and all other charges on a business of \$1,000,000. According to Mr. Banks, earnings for September were at the same rate and profits for nine months ended September 30, will be approximately \$350,000.

Mr. Banks called attention to the fact that quarterly dividends in the preferred are being earned in seventeen days, and a full year's dividends on the common have been more than earned in the nine months.

Expect Approval of Miller Rubber Plan

Akron, Oct. 5.—Approval is expected at the meeting of stockholders on October 19 of the Miller Rubber Company's reorganization plan providing for a split-up in the common stock and the issuing of \$4,000,000 of par value 8 per cent. cumulative preferred stock. Five shares of new no par common will be given stockholders for each share of \$100 par value. Rights are offered to subscribe to the preferred stock at \$103.50 a share on the basis of four shares for each five and one-quarter shares of common held. Rights expire October 10.

Total authorized capital under the new plan will be 600,000 shares, of which 400,000 will be common of no par value and 200,000 8 per cent. preferred. An affirmative vote of two-thirds of the outstanding common stock is required for adoption of the plan. The aim of the proposal, according to Jacob Pfeiffer, president, is to increase working capital and modernize the capital structure.

RANGE OF AUTOMOTIVE STOCKS

NEW YORK STOCK EXCHANGE									
Previous, 1925	High	Low	Div.	Previous, 1925	High	Low	Close	Net Change	
10 1/2	10 1/2	10 1/2	6	Ajax Rubber	29.90	13	10 1/2	12 1/2	+ 1 1/2
10 1/2	10 1/2	10 1/2	7	Allis-Chalmers	5.70	88 1/2	86 1/2	87	+ 1 1/2
10 1/2	10 1/2	10 1/2	7	Am. Bosch Magneto	21.90	106	106	106	+ 1 1/2
10 1/2	10 1/2	10 1/2	1	Am. La France F. Eng.	6.80	14 1/2	13 1/2	13 1/2	+ 1 1/2
10 1/2	10 1/2	10 1/2	1	Am. La France F. Eng. pf.	100	96 1/2	96 1/2	96 1/2	+ 1 1/2
10 1/2	10 1/2	10 1/2	1.50	Briggs Mfg. Co.	40.80	31	27 1/2	30	+ 1 1/2
10 1/2	10 1/2	10 1/2	3	Chandler Motors	17.20	37 1/2	35 1/2	37	+ 1 1/2
10 1/2	10 1/2	10 1/2	4	Chicago Yellow Cab	700	48	45 1/2	48	+ 1 1/2
10 1/2	10 1/2	10 1/2	8	Chrysler Motor	234.50	194 1/2	175 1/2	187	+ 13
10 1/2	10 1/2	10 1/2	8	Chrysler Motor pf.	5.70	109 1/2	105 1/2	109 1/2	+ 1 1/2
10 1/2	10 1/2	10 1/2	80	Continental Motors	23.90	11 1/2	10 1/2	11	+ 1 1/2
10 1/2	10 1/2	10 1/2	7	Dodge Bros. A	484.50	31 1/2	28 1/2	30	+ 1 1/2
10 1/2	10 1/2	10 1/2	7	Dodge Bros. pf.	28.60	87 1/2	84 1/2	87 1/2	+ 1 1/2
10 1/2	10 1/2	10 1/2	4	Electric Stor. Battery	9.00	68 1/2	65 1/2	68	+ 1 1/2
10 1/2	10 1/2	10 1/2	4	Emerson-Brant	700	2 1/2	2 1/2	2 1/2	+ 1 1/2
10 1/2	10 1/2	10 1/2	5	Emerson-Brant pf.	1.40	100 1/2	98 1/2	100 1/2	+ 1 1/2
10 1/2	10 1/2	10 1/2	5	Fisk Rubber Tire	148.10	28 1/2	25 1/2	27 1/2	+ 1 1/2
10 1/2	10 1/2	10 1/2	7	Fisk Rubber Tire 1st pf.	5.10	114 1/2	111 1/2	114 1/2	+ 1 1/2
10 1/2	10 1/2	10 1/2	2.50	Gabriel Snubbers	19.10	35 1/2	33 1/2	35 1/2	+ 1 1/2
10 1/2	10 1/2	10 1/2	7	Gardner Motors	4.30	10 1/2	9 1/2	10 1/2	+ 1 1/2
10 1/2	10 1/2	10 1/2	70	General Motors	347.40	112 1/2	105 1/2	112 1/2	+ 6 1/2
10 1/2	10 1/2	10 1/2	7	General Motors 7a deb.	2.70	114 1/2	113 1/2	114 1/2	+ 1 1/2
10 1/2	10 1/2	10 1/2	7	Glidden Co.	12.50	25	21 1/2	22 1/2	+ 1 1/2
10 1/2	10 1/2	10 1/2	7	Goodrich (H. F.)	79.10	69 1/2	61 1/2	66 1/2	+ 4 1/2
10 1/2	10 1/2	10 1/2	7	Goodrich (H. F.) pf.	1.10	120 1/2	119 1/2	120 1/2	+ 1 1/2
10 1/2	10 1/2	10 1/2	7	Goodyear T. & R. pf.	6.10	109 1/2	105 1/2	109 1/2	+ 1 1/2
10 1/2	10 1/2	10 1/2	7	Goodyear T. & R. pf.	6.10	109 1/2	105 1/2	109 1/2	+ 1 1/2
10 1/2	10 1/2	10 1/2	7.50	Hayes Wheel	20.40	44 1/2	40 1/2	43 1/2	+ 2 1/2
10 1/2	10 1/2	10 1/2	7.50	Hayes Wheel pf.	346.50	102 1/2	102 1/2	102 1/2	+ 1 1/2
10 1/2	10 1/2	10 1/2	1	Hudson Motor	68.60	25	23 1/2	24 1/2	+ 1 1/2
10 1/2	10 1/2	10 1/2	1	Hupp Motors	1.30	21	20	20 1/2	+ 1 1/2
10 1/2	10 1/2	10 1/2	1.50	Indian Motorcycle	36.00	134 1/2	128 1/2	131 1/2	+ 1 1/2
10 1/2	10 1/2	10 1/2	5	Inter. Harvester	1.10	120 1/2	119 1/2	120 1/2	+ 1 1/2
10 1/2	10 1/2	10 1/2	3	Jordan Motor Co.	8.50	41 1/2	42 1/2	42 1/2	+ 1 1/2
10 1/2	10 1/2	10 1/2	3	Kelly-Springfield	13.00	18 1/2	16 1/2	17 1/2	+ 1 1/2
10 1/2	10 1/2	10 1/2	3	Kelly-Springfield 6s pf.	100	63	61	63	+ 1 1/2
10 1/2	10 1/2	10 1/2	3	Kelly-Springfield 8s pf.	400	65 1/2	65 1/2	65 1/2	+ 1 1/2
10 1/2	10 1/2	10 1/2	3	Keystone Tire	1.50	107 1/2	104 1/2	106 1/2	+ 1 1/2
10 1/2	10 1/2	10 1/2	3	Mack Trucks	107.20	216 1/2	200 1/2	215 1/2	+ 8 1/2
10 1/2	10 1/2	10 1/2	3	Mack Trucks 1st pf.	200	110	110	110	+ 1 1/2
10 1/2	10 1/2	10 1/2	3	Mack Trucks 2d pf.	400	104 1/2	103 1/2	104 1/2	+ 1 1/2
10 1/2	10 1/2	10 1/2	3	Marlin Rockwell	2.00	27 1/2	26 1/2	27 1/2	+ 1 1/2
10 1/2	10 1/2	10 1/2	3	Moore Motors	68.30	29 1/2	25 1/2	28 1/2	+ 1 1/2
10 1/2	10 1/2	10 1/2	3.60	Motor Wheel	7.80	41 1/2	40 1/2	41 1/2	+ 1 1/2
10 1/2	10 1/2	10 1/2	3	Mullins Body	6.90	32 1/2	30 1/2	31 1/2	+ 1 1/2
10 1/2	10 1/2	10 1/2	3	Murray Body	700	17 1/2	16 1/2	17 1/2	+ 1 1/2
10 1/2	10 1/2	10 1/2	3	Nash Motors	890	476	456	456	+ 1 1/2
10 1/2	10 1/2	10 1/2	3	Nash Motors pf.	400	106	106	106	+ 1 1/2
10 1/2	10 1/2	10 1/2	3.60	Norwalk Tire & R. pf.	21.00	16 1/2	15 1/2	16 1/2	+ 1 1/2
10 1/2	10 1/2	10 1/2	3.60	Norwalk Tire & R. pf.	21.00	16 1/2	15 1/2	16 1/2	+ 1 1/2
10 1/2	10 1/2	10 1/2	3.60	Packard Motor Car	71.40	40 1/2	38 1/2	39 1/2	+ 1 1/2
10 1/2	10 1/2	10 1/2	3.60	Paige-Detroit Motor	40.90	26 1/2	24 1/2	25 1/2	+ 1 1/2
10 1/2	10 1/2	10 1/2	3.60	Pierce-Arrow	240.20	45 1/2	40 1/2	43 1/2	+ 3 1/2
10 1/2	10 1/2	10 1/2	3.60	Pierce-Arrow pf.	134.30	96 1/2	84 1/2	91 1/2	+ 7 1/2
10 1/2	10 1/2	10 1/2	3.60	Reynolds Springs	2.30	10 1/2	9 1/2	9 1/2	+ 1 1/2
10 1/2	10 1/2	10 1/2	3.60	Spicer Mfg. Co.	25.00	25	22 1/2	24 1/2	+ 1 1/2
10 1/2	10 1/2	10 1/2	3.60	Stewart-Warner Speed	66.00	83 1/2	76 1/2	81 1/2	+ 4 1/2
10 1/2	10 1/2	10 1/2	3.60	Stromberg Carburetor	2.80	74 1/2	71 1/2	74 1/2	+ 1 1/2
10 1/2	10 1/2	10 1/2	3.60	Studebaker	243.20	59 1/2	55 1/2	58 1/2	+ 3 1/2
10 1/2	10 1/2	10 1/2	3.60	Studebaker pf.	800	125	120	122 1/2	+ 2 1/2
10 1/2	10 1/2	10 1/2	3.60	Timken Roller Bear.	26.60	46 1/2	44 1/2	46 1/2	+ 1 1/2
10 1/2	10 1/2	10 1/2	3.60	U. S. Rubber	306.20	69 1/2	58 1/2	67 1/2	+ 9 1/2
10 1/2	10 1/2	10 1/2	3.60	U. S. Rubber 1st pf.	5.50	107 1/2	104 1/2	107 1/2	+ 1 1/2
10 1/2	10 1/2	10 1/2	3.60	White Motors	174.30	96 1/2	84 1/2	91 1/2	+ 7 1/2
10 1/2	10 1/2	10 1/2	3.60	Willis-Overland	159.80	27 1/2	25 1/2	27 1/2	+ 1 1/2
10 1/2	10 1/2	10 1/2	3.60	Willis-Overland pf.	2.90	109 1/2	107 1/2	109 1/2	+ 1 1/2
10 1/2	10 1/2	10 1/2	3.60	Wright Aero	4.90	29 1/2	27 1/2	29 1/2	+ 1 1/2
10 1/2	10 1/2	10 1/2	3.60	Yellow Cab	69.40	48 1/2	42 1/2	47 1/2	+ 5 1/2

NEW YORK CURB MARKET

Previous, 1925	High	Low	Close	Net Change	
49 1/2	49 1/2	49 1/2	49 1/2	+ 1 1/2	Auburn Auto
26 1/2	26 1/2	26 1/2	26 1/2	+ 1 1/2	Cleveland Motors
22 1/2	22 1/2	22 1/2	22 1/2	+ 1 1/2	Curtiss Aero & Mach.
22 1/2	22 1/2	22 1/2	22 1/2	+ 1 1/2	Curtiss A. & M. pf.
36 1/2	36 1/2	36 1/2	36 1/2	+ 1 1/2	Curtiss A. & M. assets
21 1/2	21 1/2	21 1/2	21 1/2	+ 1 1/2	Du Pont Motors
21 1/2	21 1/2	21 1/2	21 1/2	+ 1 1/2	Durant Motors
16 1/2	16 1/2	16 1/2	16 1/2	+ 1 1/2	Electric Auto Lite
23 1/2	23 1/2	23 1/2	23 1/2	+ 1 1/2	Federal Motor
23 1/2	23 1/2	23 1/2	23 1/2	+ 1 1/2	Federal Motor Trucks
94 1/2	94 1/2	94 1/2	94 1/2	+ 1 1/2	Firestone T. & R. pf.
527 1/2	527 1/2	527 1/2	527 1/2	+ 1 1/2	Ford Motor of Canada
42 1/2	42 1/2	42 1/2	42 1/2	+ 1 1/2	Franklin Mfg.
23 1/2	23 1/2	23 1/2	23 1/2	+ 1 1/2	Goodyear Tire & R.
72 1/2	72 1/2	72 1/2	72 1/2	+ 1 1/2	Hood Rubber
546 1/2	546 1/2	546 1/2	546 1/2	+ 1 1/2	Miller Rubber
5 1/2	5 1/2	5 1/2	5 1/2	+ 1 1/2	Republic Motor Truck
24 1/2	24 1/2	24 1/2	24 1/2	+ 1 1/2	Reo Motor
8 1/2	8 1/2	8 1/2	8 1/2	+ 1 1/2	Rickenbacker Motor
18 1/2	18 1/2	18 1/2	18 1/2	+ 1 1/2	Stutz Motor Car
9 1/2	9 1/2	9 1/2	9 1/2	+ 1 1/2	Timken Detroit Axle
22 1/2	22 1/2	22 1/2	22 1/2	+ 1 1/2	Yellow Taxi, New York

(The above table presents last week's complete movement of automotive stocks.)

Increased Use of Autos Stimulates Oil Industry

New York, Oct. 5.—A broad expansion in the market of the oil industry, foreshadowing a ready sale at advancing prices for current production, with a gradual reduction of stocks of crude and refined oils, is forecast by Dow, Jones & Co.

"With automobile, truck and bus manufacturing companies enlarging production schedules," says this news agency, "current sales at a high rate and many companies reporting substantial orders booked ahead, a considerable increase in automobile registration and its concomitant, gasoline consumption, is expected this winter over last season. This year there has been a noteworthy increase in the production of multi-cylinder cars, having six and eight-cylinder engines, which use up more gasoline per mile than the four-cylinder cars which have predominated in the past. Growth in the use of buses, both urban and interurban transportation, is creating an important and increasing demand for gasoline, these vehicles requiring about twenty gallons of gasoline a day each. The railways are also turning more generally to gasoline motor driven rail cars for branch lines and short runs where light traffic makes steam trains uneconomical. Diesel oil-driven lo-

comotives and domestic and industrial oil burners are also becoming more of a factor in the steadily increasing demand for oil products.

The oil shares have been declining all summer, but crude oil production now stands at 2,107,400 barrels daily, compared with the high of 2,346,900 barrels for the week ended May 30, 1925, and 2,024,000 barrels a year ago.

WILLYS-OVERLAND BOARD WILL MEET

Action on Dividend Plan Expected Wednesday; Hupp Regular

New York, Oct. 5.—Directors of the Willys-Overland Company will meet on Wednesday, at which time it is expected that the committee of directors working on a plan for paying off or funding the accumulated dividends will be ready for consideration. It has not been revealed what action will be taken.

Sales and production of Willys-Overland are holding at 1,000 cars a day, with a larger percentage of demand for closed models. The company's business is showing no sign of a slackening.

A dispatch from Detroit announces that the Hupp Motor Car Corporation has declared the regular quarterly dividend of 25 cents on the common, payable November 1 to stock of record October 15. Last month Hupp produced 1,397 cars, practically all eight cylinder models. This compares with 1,493 in August, and 3,031 four cylinder cars in September, 1924. The directors have re-elected all officers for the year.

Gabriel Snubbers' net earnings for the first eight months, after all depreciation and tax charges, were in excess of \$1,000,000. Cash position is close to \$1,000,000. This would indicate earnings for the year in excess of \$7.75 per share.

Second \$5,000,000 Dodge 6s Converted

New York, Oct. 5.—The second series of \$5,000,000 Dodge Bros. convertible 6 per cent. bonds have been converted into common stock and a considerable amount of bonds deposited of the third series of \$5,000,000 for conversion at 40. The conversion of the first \$5,000,000 bonds completed several weeks ago at 30 added 166,666 2-3 shares to the amount outstanding, and the conversion of the second \$5,000,000 at 35 adds 142,857 1-7 shares to the outstanding common. Conversion at 40 will add 125,000 shares to the amount of common.

Current Commodity Prices

New York, Oct. 5.—A reduction of 393 tons in London stocks sent rubber prices up sharply there. Spot standard plantations were quoted at 44d., buyers', October at 43d., October-December at 42d., and January-March at 38d. All positions advanced sharply in the New York market in response, but buyers were hesitant to pay the increased prices. Offerings were limited.

OHIOANS TO VOTE ON AUTO TAX CUT

Measure Seeks to Ex- empt Autos From Per- sonal Property Tax

Toledo, O., Oct. 5.—Voters of Ohio will have a chance to relieve the automobile of one of its heavy tax burdens in Ohio has been taken at "its true value in money" for tax purposes since 1851, including motor vehicles and intangible property, will be submitted to electors.

A constitutional amendment seeking to exempt from provisions of the "uniform rule," by which all kinds of property in Ohio has been taken at "its true value in money" for tax purposes since 1851, including motor vehicles and intangible property, will be submitted to electors.

At the present time real estate alone represents 98 per cent. of the property on the tax books. Automobiles were on the lists for a total of \$208,514,338, as compared to \$183,231,361, representing all the money of the state in possession or in banks, returned by the more than a million persons making personal property returns.

However, in the banks and building and loan associations there was a grand total of \$3,514,334,213, which indicates the extent that intangible property escapes tax.

Plans are to exempt the automobile altogether from personal property tax because of the many taxes paid as license fees and on gasoline purchases.

Money would be taxed a small rate at the bank; mortgages would be taxed a filing fee when recorded, and in this way it is expected revenues of the state would be increased and all classes of property pay their own way.

The amendment would be an enabling act only and the exact way it works, would be left to the General Assembly at its subsequent sessions.

It is believed that the automobilists will be saved more than \$4,000,000 annually in the change.

Steel Man Sees Hopeful Future

Youngstown, O., Oct. 5.—Business in general has improved and outlook for steel industry the rest of the year is bright, said James A. Campbell, president of the Youngstown Sheet and Tube Company, large makers of automotive steel.

"September showed a sizable increase over July and August," he said, "and I expect the volume of business to increase. In certain finished steel lines, prices will advance within a short time, as advancing costs will force increases. Merchant steel bars, sheets, plates and shapes are selling virtually at a loss. A general advance must come as the cost of coal, coke and other raw materials has advanced, forcing higher iron prices. Increased iron costs will sooner or later be reflected in the price of steel and finished products."

603 New Enterprises

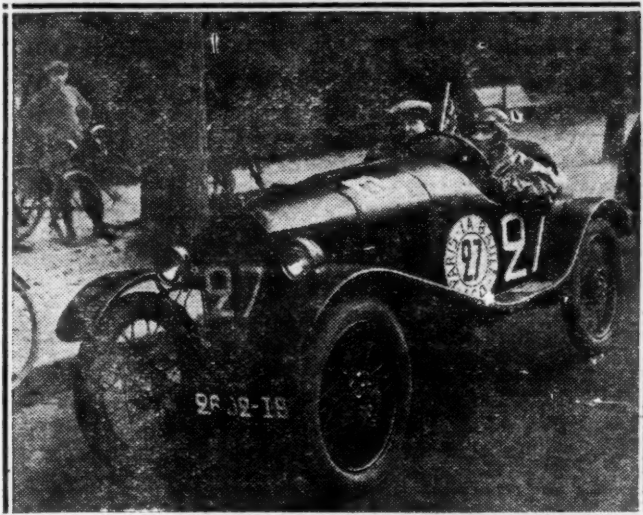
Washington, Oct. 5.—A total of 603 new enterprises, with capital stock of \$100,000 or more each and aggregating \$572,750,635, were incorporated in the United States in September, compared with 547 in the same month last year.

W. L. ROWE, INC.
FISK BUILDING
250 W. 57th Street, N. Y.
AND
Genl. Motors Bldg., Detroit

Manufacturers'
Representative

Automotive Accessories

WOMEN ENTERED ENDURANCE RACE for the first time in automobile history when thirty-one fair entrants competed between Paris and La Baule. The picture shows the start from Paris.



Laird Delivers Plane To Ford for \$4,000

Chicago, Oct. 5.—E. M. Laird, manufacturer of Laird airplanes, has just delivered to the Ford Motor Company of Detroit the first airplane of that make purchased by the company since the inception of its air lines to facilitate the distribution of Ford automobile parts.

The plane will be used between Ford plants, carrying materials and the company's passengers and officials. Ford paid \$4,000 for the Laird. The manufacturer is well known as an airplane builder and flyer. He entered aviation in 1910 at Cicero Field and during the war was stationed at Park Field, Memphis, Tenn. Mr. Laird has built 147 planes since 1912. He was the first person to receive a pilot's license in Chicago.

Timken Shows Rear Bus Axle At Rail Exhibit

Special from A. D. N. Detroit Bureau

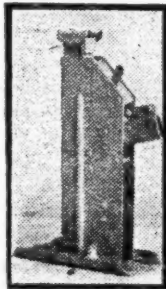
Detroit, Oct. 5.—Officials of the Timken-Detroit Axle Company have a comprehensive exhibit of their products at the exposition opening in Atlantic City today in conjunction with the annual sessions of the American Electric Railways Association. The sessions continue through Friday.

In this exhibit will be a standard rear axle for bus, with worm-carrier underslung. It is fitted with what is known as a divided brake spider, and by the utilization of this device it is said to be possible to furnish practically any type of brake desired, without changing the entire axle. The brake assembly bolts on as a separate unit and can be serviced as a unit. Westinghouse metal shoe brakes, Christensen air brakes and a mechanical expanding brake of the Simplex type will be shown separately from the axle. In order to demonstrate the axle and show its construction it will be shown cut in half.

Worms and wheels removed from buses, for exhibition purposes, will also be shown. Some of them have mileage records of 300,000 miles to their credit, with practically no wear.

New Accessories

AJAX TRUCK JACK



A new addition to the line of Red Base Jacks, made by the Ajax Auto Parts Company, Racine, Wis., is the No. 5 truck jack. It is designed for use with Ford, Chevrolet and other light trucks and is strongly built of heavy-gage steel, reinforced with ribs formed integrally.

The rack is of special rolled bar steel, with the teeth accurately milled to give the proper contact with the operating pawls. Working parts are limited to two pawls and one spring. The latter is made from high-carbon watch spring steel and is shaped, hardened and tested before installation.

The action of the jack is simple and designed to give long, trouble-proof operation. It is finished in baked enamel, is 10 1/2 inches high, has a lift of seven inches, and a handle eighteen inches long.

Accessory Sales Gain Through U. S. and Canada

SAN FRANCISCO, Oct. 5 (U. T. P. S.).—The automotive accessory business in San Francisco is going from the busy tourist season into the fall and winter trade without having to change gears. The usual let-down in trade after the summer months is less marked so far this year than in previous years, and, according to the men who are earning their living in the industry, indications are that the accessory business will continue to be good for the rest of the year.

FORM \$5,000,000 ACCESSORY FIRM

Cleveland Men Buy Dueber Plant to Make Dashboard Devices

Canton, O., Oct. 3.—Manufacture of dashboard clocks and vanity cases for automobiles will be started here immediately in the factories of the Dueber Hampden Watch Works, which have been purchased outright by a company composed largely of Cleveland men, headed by Walter Vretman.

The purchase price was not made known, but the company has assets of approximately \$5,000,000, according to Vretman. The plant will be operated under the old name, and plans for the future include the immediate manufacture of two new products, as well as the retention of the old lines.

Directors of the new concern, besides Walter Vretman, who is president, include: Fred K. Gatch of the Gresserlee Chemical Company, Cleveland; G. M. Vretman, Cleveland; J. B. Root, vice-president of the Midland Bank, Cleveland; L. W. Wickham of the Orgill, Matschke & Wickham Company, C. B. Williams, Cleveland, and A. M. Dueber, former head of the Dueber Hampden Watch Company.

In recent years several corporations have tried to purchase these vast factories, notably among those being the General Motors Corporation. It was rumored several times that General Motors had secured control of the company, but each time the reports were refuted by Dueber Hampden officials.

While the only new lines to be added to the present output will be automobile vanity cases and dashboard clocks, the officials are working on further development of a complete automobile dashboard.

"I feel certain of the benefits of adding these lines," said Vretman, "because of the fact that the field has barely been scratched."

"There are more than a million cars in this country, outside of Fords, that do not have clocks on their dashes, due to the fact that there are not enough plants in the country to supply this particular line," he said.

The Dueber Hampden plant is equipped for the manufacture of the automobile vanity cases and dash clocks, and production can be started at once. Workmen will be added as soon as the sales force develops a market for the new products.

CANTON AUTO SPRING COMPANY TO EXPAND

Canton, O., Oct. 5.—Announcement is made of the purchase of the Canton Auto Spring Company by Ralph Staley and Henry A. Schrantz. The new owners will take immediate possession.

The present organization, including Jack Penrose and O. O. Albright, will be kept intact by the management. New building will be added and other improvements made to the factory holdings. A complete spring service, including manufacture of new springs, new leaves, bushing clips and other accessories will be carried in stock, Schrantz said.

The men insist, however, that business has not been too good during the summer months, and it is only natural that sales should continue strong to make up for the lack of a record trade during the early touring season. Stocks carried by the leading accessory houses are somewhat larger than a year ago, and in the case of the United Auto Supply Company they are much heavier in every line. The United company is demonstrating its belief in a good fall and winter trade by continuing its policy of opening new stores on the Pacific Coast. Two new stores have made their bow in Los Angeles this month.

The local trade suffered somewhat of a slump during the first weeks of the month, due to the Diamond Jubilee celebration in San Francisco, as nearly every one spent his money having a good time and forgot his usual marketing. Since the close of the celebration business has come back to normal.

The Western Auto Supply Company, which operates a string of accessory houses in San Francisco, finds business on a parity with last year. At one house the August sales this year were within a few cents of the sales for August of last year. The Western houses are finding a good market for shock absorbers, despite the prevalent use of balloon tires, and new inventions on this line have been more frequent this year than formerly. The new models brought out by manufacturers this year have also created a demand for a large number of accessories, because every one seems to believe now that a car must be "dolled up" to be really up to date.

Because of the even climate in San Francisco there is not the usual seasonal offerings made by accessory houses, as in other sections of the country, and that condition is reflected by the show windows of the houses, which are specializing this week in materials for keeping the car clean and new lighting features.

Tires also are being featured by many of the houses. The United Auto Supply Company reports that its tire business is now better than it has been all year.

The Patterson Parts, Inc. and the Reliable Auto Parts and Supply Company both find that the demand for parts is keeping pace with the good business in the other divisions of the automotive industry.

Among the new accessories for which there has been a popular demand are air cleaners, curtains for closed cars and the X-cel-o-rest, a new device put on the market by the Golden Gate Brass Company of San Francisco which has been found to be more comfortable and reasonable in price than other similar accessories.

Buffalo, N. Y., Oct. 5.—This fall promises an excellent business for the automotive accessory dealers of the state, judging from the advance business reported by automotive accessory jobbers of this city.

As a matter of fact, practically the entire year has been ahead of last year with the jobbers, the business, generally speaking, running from 15 to 40 per cent. ahead of 1924. And right now the jobbers are entering the last quarter with a perceptible quickening of trade to spur them on.

The United Accessories Corporation reports its sales for fall and winter 18 to 20 per cent. ahead of the same period of 1924. September business was especially strong.

PROPOSE \$275,000 CHICAGO GARAGE

Other News of Battery And Service Stations Elsewhere

Chicago, Oct. 5.—The Statler Garage Company is planning to erect the largest garage structure outside the downtown district, at 2417-25 North Clark St., as a new unit in its chain of garages. The site is to be improved with a two-story garage building of 350-car capacity, at a cost around \$275,000. The second floor will be reached by two large elevators.

The Statler Garage Company is headed by David Packer, president, and includes I. A. Saly, vice-president and secretary, and Louis Kirschbaum, treasurer. The site was purchased for \$115,000 cash. The syndicate now owns and operates six model garages in different sections of the city.

BUILD BIG GARAGES

Pawling, N. Y., Oct. 5.—A. A. Slocum & Sons are constructing here one of the largest and most substantial garages in the Harlem Valley district. The building will be of steel and reinforced concrete and will be modernly equipped to handle the extensive garage and general motor business conducted by the firm. Work is being rushed in order that the structure may be inclosed before extreme weather arrives.

TWO MORE GARAGES

Lawrence, Mass., Oct. 5 (U. T. P. S.).—Two more garages are being built here. One will be added to the large number in this city at present as a result of the action of the Board of Aldermen today.

Louis Waxler was given a permit for a 24 car garage at 348 Broadway and one for a 75 car garage at 120 Abbott St. Carmen De Francesco gets the filling station permit.

BUY BATTERY SERVICE

Laramie, Wyo., Oct. 5.—The Battery Service Station, formerly owned by C. L. Emmons, was purchased by Jack Phillips and Charles Humphrey, who will conduct the business in the same location. Phillips has been in the employ of Emmons for five years and is thoroughly familiar with his duties.

MOVE INTO GAGAFE

Cheyenne, Wyo., Oct. 5.—The Capital Battery Station moved into new quarters this week, occupying a part of the large new garage that has been leased by W. K. Klienke, local Dodge dealer. The concern will be known as the Capital Battery and Electric Company. La Pash and Carson are the proprietors. They will have ample room for car storage in the new building.

MOVES BUICK ROOMS

Bangor, Me., Oct. 5 (U. T. P. S.).—W. E. Edwards, who maintained the authorized Buick service in Post Office Square, announced today that he has become associated with Lawson's Garage, Inc., 155-165 Center St. The Buick service will be continued at the new location. He further announced he will maintain Raybestos service at his new location and that factory equipment will be installed for lining brakes, and several brake specialists will be employed.

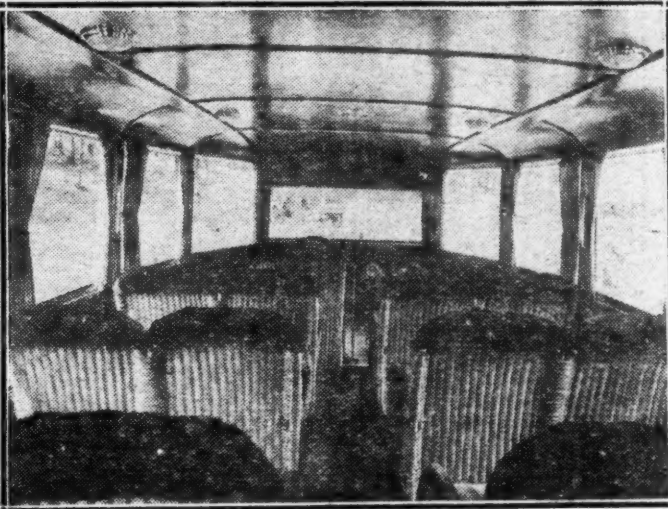
WILL CO-OPERATE

Portland, Ore., Oct. 5 (U. T. P. S.).—Automotive trades associations of Oregon will co-operate with the American Automobile Association in securing the elimination of Federal excise taxes on chassis and parts.

COMPANY BOOSTS TIRES

Akron, O., Oct. 5.—Swinehart Tire and Rubber has increased automobile tire prices 10 per cent. The increase is due to the high cost of crude rubber, according to officials.

LUXURY: Interior of the first Reo palace parlor motor coach delivered in this country. It has been put into service between St. Louis and Chicago by the St. Louis-Chicago Motor Transit Company. It is of the parlor chair car type and carries twenty-one passengers.



Brides Now Ask for Garage, Not Set Tub

Hartford, Conn., Oct. 5.—In the old days the bride was inclined to ask if her proposed new apartment had set tubs and all that sort of thing. Today it is a different story and the query is "where can I keep my car?"

A Hartford builder answered that query for eighteen apartment dwellers near by. On the back end of his spacious lot the builder erected a garage containing eighteen stalls. One set of nine stalls faces the street, while the other, on the opposite side, faces the builder's yard. The garage is steam heated and is rented at \$10 a month per stall.

BUFFALO ACCESSORIES FIRM REPORTS INCREASE

Buffalo, Oct. 5.—The W. Bergman Hardware Company reports that its business to September 30 was approximately 35 per cent. ahead of the same period in 1924. This company moved to larger quarters in May and a considerable expansion has resulted. During August and September its business was double the business of those two months last year, largely due to a big drive on bumpers, Charles Schwartz and Fred Dedus, two of the Bergman sales force, are running a neck and neck race for first honors.

TOLEDO PLANS NEW TAXI REGULATIONS

Toledo, Oct. 5.—A new ordinance to regulate taxicab operation in Toledo is now before the City Council. It sets a maximum fare of 50 cents for first half mile, 10 cents for each additional quarter mile and 20 cents for each extra passenger.

Taxicabs would be prohibited from soliciting business except at recognized public stands set apart by the Police Department.

CHARLOTTE SHOW PLANNED

Charlotte, N. C., Oct. 5.—Members of the Charlotte Automotive Merchants' Association are more enthusiastic over their preliminary plans for the 1926 automobile and radio show than ever before at a time this far in advance of the annual event, according to J. P. Harris, president, who announced that the members, in monthly session, voted to hold the show in February. Dates for the show will be decided on within a few weeks.

HAVE FRISCO BRANCH

San Francisco, Oct. 5.—For the convenience of San Francisco bay district motorists the Stromberg Motor Devices Company has established a direct factory branch in San Francisco. Nasle Specialty Service has been appointed San Francisco representative for Stromberg, featuring the new Stromberg super-shock absorber.

Organize Oil Deliveries for Portland Firms

Portland, Ore., Oct. 5.—A delivery service which will handle the distribution of fuel oil for all of the big companies, including Standard, Associated and Shell has been inaugurated in Portland, Ore., by Claude H. Roberts. This is the first service of the kind in the state.

Mr. Roberts expects to handle fuel oil deliveries any distance out of Portland, but believe that most of the work will be within a radius of 50 or 60 miles. Up until this time, the fuel oil industry has been greatly handicapped by a lack of satisfactory delivery facilities. It was not economical for the oil companies to send their own trucks so far out on the highways. Handling the delivery by carload was likewise unsatisfactory.

As a result, the oil burner business has not had the proper stimulus in spite of the fact that fuel oil has been coming to the front very fast on account of its cheap operating cost. Oil burners are particularly adapted for use in farm homes, fruit dryers, community houses and auto camps, and these are the most difficult users to reach.

Mr. Roberts has been in the automobile business for fourteen years, and for the past year has been associated with the Howard Automobile Company of Portland. For eight years he was with the Randall Dodd Company, distributor for GMC trucks and Buick automobile in Boise, Ida.

GERMAN OIL CONCERNS IN GIGANTIC MERGER

Berlin, Oct. 5.—Consolidation of the German Erdoel Company with the Ruetgers Works and the German Petroleum Company was announced today after a year's negotiations. German Petroleum forms the basis of the new organization, which will issue 11,000,000 marks of new shares, bringing up the total capital to 35,000,000.

The new petroleum company includes fifty-five main undertakings, among which are eight refineries. Negotiations with an unnamed foreign producing concern have been going on for some time, but have not been completed.

RECORD FEWER FAILURES

New York, Oct. 5.—For the fifth consecutive month, the number of commercial failures in the United States shows a decrease, the September total being 1,465. This compares with 1,513 defaults in August, 1,685 in July, 1,745 in June and with this year's maximum of 2,317 recorded in January. The reduction from the latter figure is 36.8 per cent. The number for September is less than for all months since September, 1924, when there were 1,306 failures, and last month's liabilities of \$30,687,319 are the smallest reported to R. G. Dun & Co. in two years. The decrease from the indebtedness for August of the current year is more than 16 per cent., while there is a falling off of approximately 43 per cent. from the high point for the year, reached last January.

STOUT TO SPEAK ON AIR PROGRAM

Ford Expert Will Address Automotive Engineers in New York

New York, Oct. 5.—Plans recently announced for the formation of two big air service companies by wealthy Americans and the receipt by the Post Office Department of nineteen bids for the operation of eight air mail routes by private companies and individuals make especially timely a paper on operating lessons learned in the Ford airplane express service between Chicago and Detroit, which is to be delivered by W. B. Stout at an aeronautic meeting of the Society of Automotive Engineers to be held in New York Wednesday.

Mr. Stout is designer and constructor of all-metal planes used in the Ford service, the Stout Metal Airplane Company having been purchased recently by the Ford Motor Company and made a special division of that organization.

The national flying meet of the Aeronautical Association of America, to be held at Mitchel Field, Long Island, October 8, 9 and 10, makes also peculiarly topical a paper on the evolution of racing planes written by W. L. Gilmore, who has been most instrumental in the engineering department of the Curtiss pursuit plane that was recently flown at a rate of 302 miles an hour. America's hope of winning the Pulitzer \$4,000 trophy against foreign competitors in the international airplane speed contest Saturday is staked largely on the Curtiss speed plane. President C. M. Keys of the Curtiss Aeroplane and Motor Company is to deliver the Gilmore paper and will also be the principal speaker at the S. A. E. dinner on Wednesday night.

J. E. Whitbeck, superintendent of the Eastern division of the Air Mail Service and formerly of Cleveland, and J. Parker Van Zandt of the Department of Commerce, Washington, are to present many facts and figures developed in the United States Air Mail Service and in the many European passenger and express air services, the latest development in which is the announcement of plans to establish a regular service between Berlin and Tokyo, Japan.

W. Laurence LePage, formerly a member of the staff of the Massachusetts Institute of Technology, will discuss the design and merits of light, low-powered planes and even the ultimate possibilities of human flight without engine power. "Air fliers" are of great personal interest to individuals who are hoping for the day when flying will be as inexpensive and safe a recreation as family motoring is now.

P. E. Flandin, president of the Aero Club de France, and Louis Breguet, a prominent French airplane manufacturer, have accepted cabled invitations to be guests of the Society of Automotive Engineers at the dinner and technical sessions of the meeting.

Behind Continental leadership is a long record of practical experience, and tremendous resources in men, materials and methods.

Continental Motors Corporation

Offices: Detroit, Mich., U. S. A.

Factories: Detroit and Muskegon

The Largest Exclusive Motor Manufacturer in the World

Regulation of Bus Lines Occupies Court Attention

CHARLESTON, W. Va., Oct. 5.—The Public Service Commission of West Virginia plainly has no jurisdiction over the operation of motor bus lines, this control being delegated by statute to the State Road Commission, it was held by the West Virginia Supreme Court in refusing to set aside the final order of the Public Service Commission in the case of J. D. Gardner of Snow Hill, Va., against the Midland Trail Transit Company, Charleston, W. Va.

The original complaint filed with the Public Service Commission by Gardner declared that the rates charged by the Midland Trail Transit Company were excessive and that the service was inadequate.

Ruling of the State Road Commission regarding permits for bus lines were supported in another decision of the Supreme Court, handed down in the case of H. S. Collins of Lewis county against the commission. The court affirmed a \$100 fine imposed on Collins for operating a line between Weston and Glenville without having a certificate of convenience.

The fact that the State Road Commission had ruled it would not grant a permit for operation over a road, part of which was under construction, will not warrant operation over such a route without a permit, the court held.

COME UNDER LAW

St. Paul, Minn., Oct. 5.—Motor transfer companies carrying freight over Minnesota roads are included within the meaning of the 1925 motor vehicle act, Ivan Bowen, railroad and warehouse commissioner in charge of the administration of that law, has announced. The opinion was given as his own, Mr. Bowen pointing out that the commission has not yet ordered a formal order and that the companies have recourse to the state courts. The transfer companies contended that they were not subject to the law because they do not operate between fixed terminals. The law requires all motor bus and truck companies to obtain from the commission certificates of convenience and necessity permitting them to continue operations.

ALLEGE VIOLATIONS

Boston, Mass., Oct. 5.—Judge Qua, sitting in the equity motion session of the Superior Court, has taken under advisement another bill brought by the New York, New Haven & Hartford Railroad Company against the Farnum Stage Lines, Inc. The railroad seeks this time to stop operations of the Farnum lines, which operate between Bristol, R. I., Fall River and Boston. The bill alleges that the buses are picking up passengers in Massachusetts for points of embarkation in Massachusetts, and are thus violating the statutes as defined by the recent Supreme Court decision in the Dreiser case.

ORDINANCE VALID

Hammond, Ind., Oct. 5.—Federal Judge Thomas Slick ruled for the city and against the bus owners when he decided that the new bus regulatory ordinance was valid, and refused to issue an injunction prayed by the Schappi Bus Company, permitting it to use certain streets of the city for its bus service between Chicago and Hammond. The jurist held that the permit granted by the Indiana Public Service Commission does not give the bus owners any rights to interstate business.

LORAIN BUS MEN TO SUPPORT ORDINANCE

Lorain, O., Oct. 5.—Lorain bus owners and operators have organized the Lorain Bus Owners' Association to support the initiative bus ordinance, permitting renewal of bus operations in Lorain, which will be voted upon on November 3.

NEW BUS LINE

Danbury, Conn., Oct. 5.—The Danbury-Ridgefield Motor Bus Company has been incorporated here by David S. Rich, who has been operating a bus line between this city and Ridgefield several years.

ADMITS INROADS OF BUS SERVICE

Milwaukee, Wis., Oct. 5.—Inroads on the railroad companies' earnings have been so marked in the last few years in the United States that the companies are finding themselves in a serious predicament, according to C. D. Morris of Chicago in an address before the Milwaukee Traffic Club here.

The growth of bus transportation and the ever-increasing network of bus lines now being spread all over the country, in addition to other elements affecting the railroad business since the slump that followed the war, were pointed out by the speaker, who is a member of the Western Railways Public Relations Committee, as direct causes for these conditions. He appealed for a fair administration of the transportation act passed in 1920 to insure adequate transportation under private management.

"One-Man" Tank For British Army

Special to the Automotive Daily News

London, Oct. 5.—One of the features of the army maneuvers held in September in the Salisbury plains by the British War Office has been the presence of a sample one-man tank. This light gasoline-propelled armored car is capable of twenty-mile speed on ordinary battlefield ground and of twenty-five miles on roads.

It is reported to be extremely "buoyant," and capable of as rapid changes of direction as any automobile. It is claimed to turn in but few feet, to be capable of climbing 45-degree grades, easily picking its way through fairly thick woods.

Its small size and its mobility make it an elusive target for artillery fire, and enable it to hide behind the smallest protection. It is said that it should be to the usual-size tanks what the submarine is to the big dreadnaught.

USE MOTOR TRUCK AS VILLAGE STORE

Des Moines, Ia., Oct. 5 (U. T. P. S.).—The general merchandise firm of Oelke & Oelke, Farmersburg, Ia., is using a truck to offset what had been termed the doom of the village store. Because of automobiles much of the farm trade has been going to the large cities. Since the farmer will not go to the village store, the village store is going to the farmer and stopping at his door.

The truck is fully equipped with a full line of groceries and makes its trip three days a week with regularity. The plan is proving a success and has saved their business from doom, Mr. Oelke says.

DEMAND FOR TRUCKS INCREASES IN EVANSVILLE

Evansville, Ind., Oct. 5.—A noticeable increase in local territorial demand is noted by dealers in trucks here for the week ended Saturday, September 26. In that period a total of twenty-six retail sales was reported. Makes of trucks represented in the report are Dodge, Graham, Federal, Ford, G. M. C., International, Mack, Reo, Republic, United States and White. Dealers said prospects indicate a fairly good fall market.

PLUMBING EXHIBIT ON WHEELS—The Crane Company is using this White truck on a bus chassis to exhibit its plumbing fixtures and heating materials. This shop-on-wheels has been on the road fourteen months, covering practically the entire country.



GREENSBORO BUS MEN ESTABLISH TERMINAL ON CO-OPERATIVE BASIS

Greensboro, N. C., Oct. 5.—The operators of bus lines into and out of Greensboro have signed a lease for a year for bus terminals in the Gen. Greene Hotel and will operate the place themselves.

Heretofore an outside concern has managed the bus station, first for 6 per cent. of the ticket sales and later, claiming to have lost money on this basis, asked 10 per cent.

It was this move that caused the bus operators to look around for a new place. After rejecting several places they decided to keep the place in the Gen. Greene Hotel and to operate it themselves.

Bus Activities

WOULD RUN BUSES

Harrisburg, Pa., Oct. 5 (U. T. P. S.).—Application is pending before the Public Service Commission for a permit to operate a bus line between Gettysburg and Chambersburg, via Caledonia, by the Adams Transit Company.

AIDS OPERATORS

Richmond, Va., Oct. 5 (U. T. P. S.).—Bus passengers in South Carolina will hereafter be required to board the bus at the terminal of its regular route, according to an order issued by J. A. Sanders, motor transportation inspector. Buses will not be permitted to leave their regular routes to pick up passengers. It is estimated that the order will be a great saving for the operators, as they now pay the state tax on a seat-mile basis, and running from house to house getting passengers runs up mileage not accounted for in their applications.

NO COMPETITION

Newark, O., Oct. 5.—The Columbus, Newark & Zanesville Transportation Company, a subsidiary of the Southern Ohio Public Service Company, is now operating all buses between Newark and Columbus and Newark and Zanesville out of Newark. The company has just taken over the interests and holdings of the Red Star Bus lines in this locality.

FALLS INTO LINE

Lincoln, Ill., Oct. 5.—Lincoln found it unprofitable to operate its street car line, and plans are now under way to adopt motor buses. Within a week the experiment will be inaugurated with regular schedules in all parts of the city. The bus line project is to be a thirty-day experiment, and it is underwritten by the business men of the city. A twenty-five-passenger bus has been rented from the Wasson Company, auto dealers.

TEXAS STUDENTS TO TRAVEL BY MOTOR BUS

Waco, Tex., Oct. 5.—Two motor buses, to be used for transporting students to and from school, have been purchased and placed in operation by the Academy Consolidated High School, near Little River, a community several miles from here. This is the first time that buses have been purchased by a school for this purpose in Texas.

OHIO HEADLIGHT LAW UNPOPULAR

Columbus, O., Oct. 5.—Ohio's headlight law is far from satisfactory, according to automobile authorities of the state. Numerous accidents are being charged to glaring headlights. Many machines are equipped with lenses which, while they may conform to the standards set by law, are not satisfactory, in that they do not prevent the glare from reaching the eyes of approaching motorists. It is charged.

Lights must be used during fogs and from one-half hour after sunset to one-half hour before sunrise. These lights must be visible in clear weather for 200 feet. There must be a red light in the rear of the car, with a white light illuminating the tag. Front lights must be able to reveal any person, vehicle or substantial object on the road. A device to prevent glare approved by the state highway commissioner must be used.

The rays or beams of light must never be more than 3½ feet above the road. No lamp or light shall be of more than 32 candle power. No spotlight may be used when another vehicle is in sight, except when its rays are projected directly on the ground at a distance not exceeding 50 feet and to the right of the center of the highway.

Automobile and highway authorities declare that the great trouble with the headlight system in Ohio is that no provision is made for proper inspection. In Ohio motorists are permitted to use spotlights, the rays being thrown to the right side of the road. When spotlights are used the dimmers may be pressed into service. In this way the approaching motorist is spared the glare of headlights and at the same time the side of the road is sufficiently illuminated.

Trains Dropped; Buses Blamed

Waterbury, Conn., Oct. 5.—Inroads of the automobile and the motor bus into regular train service manifested itself in the announcement of the new winter schedule of the New York, New Haven & Hartford Railroad.

Because of the falling off of patronage, the mixed trains leaving Waterbury, Conn., for Danbury at 9 a. m., and Danbury for Waterbury at 1 p. m. are to be discontinued. These were slow trains, carrying freight and passengers, and as it took nearly three hours to make the trip the passengers tired of the service. The buses and private cars make the trip in one hour and a quarter.

The commuters between Waterbury and Danbury are now liberally patronizing the new motor bus service between these two cities, maintained by Waterbury and Danbury interests. "No business" is given as the reason for removing the two Danbury trains.

BOLIVIA PROSPERS

Bolivia, Oct. 5.—The market for high class automobiles has shown great improvement due to the general influence in connection with the approach of Bolivia's hundredth anniversary, which is causing a spurt in all lines of business.

BUS WAR LOOMS IN BOISE, IDAHO

Traction Company on Last Legs Seeks To Motorize

Boise, Ida., Oct. 5.—Possibility of a war for control of the city's transportation lines between bus interests is foreseen in the suit filed here asking receivership of the Boise Valley Traction Company's lines. The latter company, owning a system which includes both city and interurban lines, is declared in the complaint, filed in the name of the Colonial Trust Company of Pittsburgh and F. F. Brooks, to have defaulted on a \$964,000 bond issue.

Coincident with the filing of the receivership suit comes the announcement of W. E. Pierce, president of the Boise Street Car Company, operating strictly city lines, that he will install Mack buses as an auxiliary to his electric lines, with the possibility that he will scrap his traction equipment gradually, supplanting it with the buses. The buses will furnish the first low-price transportation to the Union Pacific station, located a mile from the business district, where hitherto taxicabs and the hotel buses have had a monopoly of transportation.

Those who see a motor war impending predicate their deductions on the connection said to exist between Mr. Pierce and bondholders of the Boise Valley Traction Company, backing the receivership suit. The Linnton Bus Company of Portland, Ore., is seeking a bus franchise parallel to existing street railway lines. Mr. Young has emphasized in his petition his desire not to interfere with the Traction Company.

Those who place this interpretation on the receivership proceedings hold that the Traction Company is the main obstacle to the Mack people gaining control, since the City Council has taken a stand in favor of the proposed Pierce line.

The interests represented by Mr. Young, on the other hand, are not enthusiastic about inter-city business, preferring to leave it to the various independent stage lines now operating.

The present plight of the Boise Valley Traction Company, once one of the most thriving and prosperous systems of its type in the country, is laid entirely to the competition of private autos and stage and truck lines. It taps a big region served by no other rail line.

Financing troubles, however, made its road a rocky one, and soon after Electric Bond and Share of New York formed the Idaho Power Company, absorbing the traction lines, the growth of motor competition commenced the undermining process which has continued until the present.

The properties involved in this suit are valued at about \$5,000,000. They include about six miles of city trackage and a total of more than sixty miles of suburban and rural trackage.

MINNESOTA COMMISSION TO CONSIDER PERMITS

St. Paul, Oct. 5.—The State Railroad and Warehouse Commission has ordered hearings on bus line applications of the Chisholm Transportation Company, Domenic Filippini Company, Arrowhead Parcel Transfer Company and Mike Boylan's Range-Duluth Auto Transit Company, all to be held beginning 10 a. m. October 22, at Hibbing. At the same time the commission will hear applications of the North Shore Fish and Freight Company, the Lake Superior Fish Company, the Cloquet Transfer Company and the B. & H. Transfer Line.

Marketing of Fall Crops Stimulating Tire Sales

CHARLOTTE, N. C., Oct. 5.—Some of the branches here of the large automobile tire manufacturing companies report they are experiencing difficulty in obtaining sufficient stocks.

That is the chief trouble the tire-selling organizations are experiencing, it was indicated by a survey made by a correspondent for Automotive Daily News, which included reports from branch managers and retail dealers.

All prospects indicate that October will be one of the busiest months in the history of the tire business in this section, according to some authorities, and, while others are not quite so enthusiastic, there is absolutely no feeling of pessimism anywhere. All branch managers are expecting to reach their rather ambitious sales quotas without trouble, and some of them, who report business better than was expected, are forecasting sales volumes will exceed their quotas by comfortable margins.

Crops are holding steady, and the recent slump in collections, which marked the closing weeks of the summer, proved short-lived. That slump was said to be principally due to the fact that the farmers had spent their ready money and were compelled to defer further buying until part of their fall crops were marketed. Large crops of cotton and tobacco are rapidly finding their way to markets in the territory of North Carolina and South Carolina, and business is picking up at a sharp pace as a result. Likewise, marked improvement in collections has been noticed in the past few weeks.

Better in Columbus

Columbus, O., Oct. 4 (U. T. P. S.).—The automobile tire situation in Columbus seems to be for the better, taking into consideration the fact that sales are continually increasing, with no complaints regarding increases in prices. Several of the larger dealers in town say that their tire sales this week have been better by 40 per cent. than the previous week.

These percentages are for both pneumatic and solid, cord and fabric tires. Taking the entire month of September into consideration and comparing with the corresponding period of 1924, dealers say business has increased about 25 per cent. Balloon tires are rapidly coming to the front.

It has been found that outside of Ford sizes, 30x3½, 33x4½, 32x4, 33x5 and 32x4½ are the most called for sizes in tires. Tubes are selling equally as good as either balloon or pneumatic tires.

SHORT ON TIRES

Houston, Tex., Oct. 4 (U. T. P. S.).—Tire dealers are experiencing some difficulty in obtaining shipments of automobile tires, for the first time since the war, according to several interviewed.

As a rule, the larger dealers felt that this raise in rubber and shortage of tires would become more pronounced at this time, so they ordered heavily in the spring, and this fact saves their business during this period.

The widespread use of the balloon tires has caused the dealer to carry a more varied line of sizes, in order to meet the ever increasing demand for the new type of tire, and this has brought on the present condition of shortage in off sizes.

REDUCE ACCIDENTS

Jackson, Mich., Oct. 5.—The Sparks Withington Company is celebrating the completion of a two-year period without one serious accident. A dinner to 700 employees was held in the factory dining room. According to W. J. Corbett, assistant general manager, "the company during 1925 has had a force 57 per cent. larger than the average of the past six years, and has had 10 per cent. fewer accidents."

'Synthetic Rubber' Inventor Sues His Backers

Cedar Rapids, Ia., Oct. 5.—E. R. Talley, inventor of the "synthetic rubber" formula, which has been alleged to be a fraud, is suing various promoters of his enterprise for nearly \$3,000 pledged his invention. His suit against J. H. Lindeman for judgment of \$1,652.51, was heard in court this week.

Lindeman, in answer to the suit, admitted agreement to purchase the patent, and said he paid \$520.84, but alleges fraud in obtaining the contract and has asked that the suit be dismissed and he get a judgment for the money invested.

Talley sought to strike from the answer the allegation of fraud, charging that the statements made to Lindeman were only "expressions of opinion," and not fact, and that the plaintiff in the suit had the right to "puff" or overpraise his article.

The case dates back to 1923, when Prof. C. O. Bates of the Coe College chemistry department and a delegation of local business men visited Moline, Ill., to see a demonstration of the formula. In the laboratory, Prof. Bates, using the Talley formula, prepared a composition which did all that was claimed for it. Now it is asserted that some materials were used without the chemist's knowledge or that of the investigators. Another suit has been brought by L. L. Henry, G. H. Boyson, C. A. De Lano, Max Scheer and Julian E. Jackson, asking cancellation of their contract with Talley.

RUSSIA SEEKS ONLY STANDARD TYPE TIRES

Berlin, Oct. 5 (U. T. P. S.).—A list of standard types and sizes of passenger car and truck tires has been issued by the Soviet government and no others may be manufactured or used in Russia. Moreover, the People's Commissariat of Foreign Trade has been instructed to forbid the importation of vehicles if the wheels will not take the tire sizes mentioned, unless such motor vehicles are found to be indispensable.

SHIP CANDELILA WAX FOR RUBBER MANUFACTURE

Alpine, Tex., Oct. 5 (U. T. P. S.).—One firm in Brewster county this week shipped 60,000 pounds of candelila wax to New York. The wax is taken from a weed which grows in profusion in West Texas. It will be manufactured into the rubber and eventually find its way into automobile tires. Arrangements are being made for cultivation of the plant with a view to increasing rubber production in the United States.

SALES MANAGERS MEET

Detroit, Oct. 5.—The Detroit Automobile Sales Managers' Association met in the auditorium of the General Motors Building to hear Dr. Charles Edward Popplestone discuss "Scientific Salesmanship," the D. A. S. A. is the only organization of automobile sales managers in the United States. It was organized two years ago. L. W. Force of the Reo Company, is president.

NEW PARTS STORE

Memphis, Tenn., Oct. 5.—The American Auto Supply Company, McMaster White, manager, has opened at 156 Monroe Ave., handling accessories, parts, tires and radio equipment.

RUBBER CONFERENCE

Fort Worth, Tex., Oct. 5.—Ruby Copeland has gone to Chicago, New York and Boston to confer with rubber manufacturing interests relative to establishing one or more rubber plants in Fort Worth. At Chicago he will be in conference with representatives of some leading automobile tire manufacturers.

NEW MAIN OFFICE

Philadelphia, Pa., Oct. 5 (U. T. P. S.).—Now that the New York office of the Lee Tire and Rubber Company has moved to Conshohocken, Pa., the company's main office will be at the plant in Spring Mill, Pa. Kearns, general manager at the Conshohocken plant, is on a six months' trip around the world to study the rubber market.

CHANGES OWNERSHIP

Dallas, Oct. 5.—Transfer of the ownership and management of the Trinity Tire and Service Company to F. H. and W. J. Hagner is announced by J. R. O'Brien, manager for the former owners. The concern, operating one of the larger tire service stations, distributes General Tires in Dallas.

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DAILY MARKET QUOTATIONS ON AUTOMOTIVE MATERIALS AND SUPPLIES
NEWS OF INTEREST TO MANUFACTURERS, JOBBERS AND DEALERS
NEW FINANCE, ACCOUNTING, PURCHASING AND TRAFFIC IDEAS
TABLOID REPORTS OF SALES THROUGHOUT THE COUNTRY
NEW CAR AND TRUCK REGISTRATIONS IN EVERY STATE
PARTS, TIRE AND ACCESSORY INFORMATION
CHASSIS AND BODY DESIGNING
FACTORY SELLING METHODS
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OPPOSE LONGER TIME PAYMENTS

Dealers Contend That Extension Would Not Increase Profits

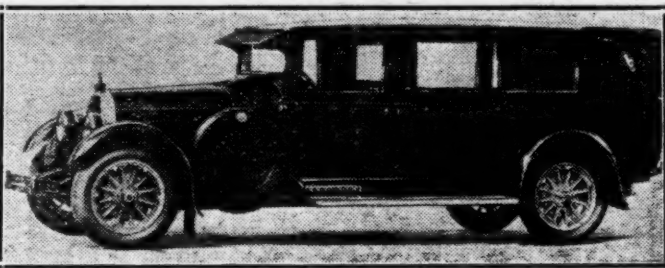
Chicago, Oct. 5.—Opposition to longer time payment periods on passenger cars is the general reaction of Chicago automobile dealers, as expressed by several of the most prominent men in the business.

W. H. Meyers, credit manager of the Gambill Motor Company, automobile distributors, said: "I think I voice the general opinion of dealers when I say that the dealer as a body are opposed to longer time payment periods. In our experience we find that when the time payment period is extended over twelve months, which is our limit, there is a greater percentage of foreclosures on cars sold."

The evil of extension of the time payment period lies in the fact that when a purchaser makes his payment for ten or twelve months and then discovers his car in need of overhauling or repairs, he becomes discouraged and ceases payment. The vision of a large repair bill, coupled with more payments on the car before it really becomes his, is too much, and the result is another foreclosure.

"Undoubtedly an increase in sales would follow an extension of the time payment period, but it is questionable whether the sales increase would warrant the foreclosures and bad accounts that would inevitably follow in the wake of such sales. I do not think it would affect the sales of higher priced cars much, nor decrease the sales of low priced cars. Naturally, there would be a class of purchasers who would rather buy high priced cars in preference to the

NEW KISSEL HEARSE, on which the company is about to concentrate production, is constructed on a special stabilized frame, 150-inch wheelbase, low-hung. It has hydraulic four-wheel brakes, balloon tires, Kissel Six motor, with full pressure oiling system, filter and aid cleanser, thermostatic control of cooling system, special springs and automatic chassis lubrication.



lower priced ones, if the payment periods were lengthened sufficiently to enable them to meet the payments. But I do not think the moderately priced car would suffer much from such sales. There is always a steady market for the ordinary car that is not unduly influenced by prices or reductions."

Mr. Meyers' opinions on the time payment period are shared by R. F. Norton, retail sales manager for the Hudson-Essex Company of Illinois, Chicago distributors for the Hudson and Essex cars.

The tax on every automobile of average value of \$825 is \$30.

Mr. Norton is of the opinion that the twelve-month period of payment is the best. "If a purchaser is unable to finish payment at the end of a year, I would class such a purchaser as undesirable," Mr. Norton said. A seven-month period is too short for many customers, he said, and a period of more than twelve months too long.

In regard to used cars, Mr. Norton thinks that the extension of the time-payment period would have a tendency to decrease sales in that market. "If new cars can be bought on long-term payments, used cars will not sell so readily," Mr. Norton said.

Both men voiced the general

ROUT BURGLAR TRYING TO GET METAL FORMULA

Flint, Mich., Oct. 5.—Burglars who last night attempted to break into the private laboratory of Lloyd Copeman, well known Flint inventor, where it is believed they intended to steal the formula for a new metal with which Mr. Copeman is working, were driven away amid a rain of bullets.

The Copeman laboratory is located in the garage of Mrs. Arthur Mason, former wife of the ex-president of the Mason Motor Company, and also the Mason Motor Truck Company. She saw a light in the garage and notified the Copemans. Lloyd Berger Copeman, son of the inventor, ran from his home, revolver in hand, and, seeing a man disappearing between neighborhood garages, gave chase, emptying his gun. Police searched the neighborhood but found no one.

opinion that the twelve-month period of payment, which is the usual limit set by dealers, is the best for all purposes.

Urge Uniform Automobile Law

Indianapolis, Ind., Oct. 5.—A suggestion that plans for establishing uniform automobile license, title and traffic laws in every state in the Union be presented to the annual conference of secretaries of state at Miami, Fla., in December has been made by Frederick E. Schortemeier, secretary of state of Indiana, in a letter to Michael Hofm, secretary of state of Minnesota, and president of the secretaries' association.

Mr. Schortemeier urged that, since some of the laws mentioned are regulated by the secretaries of state of all states, it would be suitable for a move to standardize them to originate within the association. He suggested that if the plan is approved by the association a sub-committee be appointed to draft uniform laws to be presented to the various legislatures.

BOWSER MOVES SALES OFFICES TO OMAHA, NEB.

Fort Wayne, Ind., Oct. 5 (U. T. P. S.).—The Mid-Western division sales offices of S. F. Bowser & Co., Fort Wayne, have been changed from Minneapolis, Minn., to Omaha, Neb., to conform with the change in the center of demand. S. F. Bowser & Co. manufactures gasoline and oil pumps. A. W. Dorsch, manager of the Fort Wayne district sales office of the company, has been promoted to the management of the Southern division sales offices with headquarters at Atlanta, Ga. John C. Tibble, who for many years has been doing special sales work for the company, also goes to Atlanta in the capacity of assistant manager of the division sales office.

AVERAGE AUTOIST TAX IN VA. \$7.44

Richmond, Va., Oct. 5 (U. T. P. S.).—The average motorist in Virginia contributed \$7.44 in gasoline sales taxes to the state treasury during the first six months of this year.

This was more than double the average amount collected in gasoline taxes for each registered automobile throughout the United States, although Virginia's tax rate on gasoline is only slightly higher than the average for all the states. Each automobile registered in the United States contributed an average of approximately \$3.40 in gasoline sales taxes to the treasuries of the respective states during the first half of 1925.

The sales tax on gasoline brought in a total of \$1,681,786 to the state of Virginia between January 1 and June 30 of this year.

Virginia was one of twelve states to impose a sale tax of 3 cents per gallon on gasoline. Four states had higher tax rates, the highest being South Carolina, with a gasoline tax of 5 cents; four states had a tax of 1 cent per gallon; twenty-three states a tax rate of 2 cents, and one a rate of 2½ cents. The states which put no tax on gasoline were New York, New Jersey, Illinois and Massachusetts.

The state of Virginia ranked twenty-third among all the states in number of registered motor vehicles during the first half of this year. In that period a total of 225,800 motor vehicles were registered in the state.

UTAH SHOW BEST YET

Salt Lake City, Utah, Oct. 5.—The greatest automobile show in the history of Utah is being held at the State Fair here. Hundreds of cars are on display, many of them especially arranged to show working parts.

CURRENT PRICES OF PASSENGER CAR MODELS

AXAX—6-cyl. 108 W. B.		CUNNINGHAM—6-cyl. 132 W. B.		HUDSON—Super Six. 127½ W. B.		NASH—6-cyl. Advanced. 121 W. B.		ROLLIN—4-cyl. 112 W. B.	
5 Touring	\$865	4 Touring	\$6,150	7 Phaeton	\$1,250	5 Touring	\$1,375	5 Phaeton	\$1,155
5 Sedan	\$995	2 Roadster	6,150	5 Coach	1,195	2 Roadster	1,375	3 Coupe	1,255
APPERSON—6-cyl. 120 W. B.		CUNNINGHAM—6-cyl. 142 W. B.		HUPMOBILE—4-cyl. Model R. 115 W. B.		NASH—6-cyl. Advanced. 127 W. B.		STAR—4-cyl. 102 W. B.	
5 Touring	\$1,575	6 Touring	\$6,650	2 Roadster	\$1,350	7 Touring	\$1,525	5 Touring	\$525
4 Coupe	2,050	7 Touring	6,650	5 Touring	1,225	4 Victoria	2,090	2 Roadster	525
APPERSON—Straight 8-cyl. 130 W. B.		6 Limousine	8,100	HUPMOBILE—8-cyl. Model E. 118½ W. B.		OAKLAND—6-cyl. 113 W. B.		STEARN'S-KNIGHT—4-cyl. 119 W. B.	
5 Touring	\$1,995	DAVIS—6-cyl. Model 90. 115 W. B.		5 Touring	\$1,795	2 Roadster	\$975	5 Touring	\$1,595
4 Coupe	2,450	5 Phaeton	\$1,395	4 Roadster	1,795	5 De Luxe Tr.	1,035	2 Coupe	1,595
AUBURN—6-cyl. Model 66. 120 W. B.		4 Touring	1,495	DAVIS—6-cyl. Model 91. 118 W. B.		OLDSMOBILE—6-cyl. 110½ W. B.		STEARN'S-KNIGHT—6-cyl. 121 W. B.	
6 Touring	\$1,395	4 Roadster	1,495	5 Phaeton	\$1,695	5 Touring	\$875	4 Touring	\$1,875
6 Roadster	1,495	5 Phaeton	\$1,395	4 Roadster	1,795	5 Coach	950	5 Touring	1,875
5 W. Sedan	1,845	4 Roadster	1,495	5 Coach	1,695	5 De Luxe Tr.	980	2 Spt. Coupe	2,185
AUBURN—8-cyl. 129 W. B.		DIANA—8-cyl. 125½ W. B.		JEWETT—6-cyl. 115 W. B.		OVERLAND—4-cyl. "91." 100 W. B.		STEARN'S-KNIGHT—6-cyl. 130 W. B.	
6 Roadster	\$1,975	5 Phaeton	\$1,895	5 Touring	\$1,320	5 Touring	\$495	5 Touring	\$2,395
6 Touring	1,995	4 Roadster	1,795	4 Roadster	1,600	2 Coupe	625	7 Touring	2,395
5 Brougham	2,550	DODGE BROS.—4-cyl. 116 W. B.		5 Coach	1,245	OVERLAND—6-cyl. 152½ W. B.		STEARN'S-KNIGHT—6-cyl. 130 W. B.	
5 Brougham	2,550	5 Phaeton	\$1,895	JORDAN—8-cyl. 125½ W. B.		PACKARD—6-cyl. 126 W. B.		STEVENS-DURYEA—6-cyl. 138 W. B.	
BUICK—6-cyl. Standard Six. 114½ W. B.		4 Roadster	1,895	5 Touring	\$2,275	5 Touring	\$2,585	STUDEBAKER—Standard Six. 113 W. B.	
5 Touring	\$1,150	5 Coach	2,095	5 Brougham	2,675	4 Coupe	2,585	5 Phaeton	\$1,145
2 Roadster	1,125	DURANT—4-cyl. 109 W. B.		KISSEL—6-cyl. Model 55. 121 W. B.		PACKARD—6-cyl. 133 W. B.		3 Roadster	1,125
4 Coupe	1,275	5 Touring	\$810	5 Phaeton	\$1,785	5 Touring	\$2,785	5 Coach	1,195
BUICK—6-cyl. Master 6. 120 W. B.		ELCAR—4-cyl. 116 W. B.		4 Tourist	1,895	5 Sedan	2,585	STUDEBAKER—Special Six. 120 W. B.	
5 Roadster	\$1,295	5 Touring	\$1,095	4 Tourist	1,895	PACKARD—8-cyl. 136 W. B.		5 Phaeton	\$1,445
5 Touring	1,295	4 Coupe	1,090	4 Speedster	2,085	5 Touring	\$3,750	3 Roadster	1,395
BUICK—6-cyl. 128 W. B.		ELCAR—4-cyl. 116 W. B.		4 Speedster	2,185	4 Spt. Touring	3,900	4 Spt. R'dster	1,695
4 Roadster	\$1,495	5 Touring	\$1,095	JORDAN—8-cyl. 116 W. B.		4 Roadster	3,950	5 Coach	1,445
5 Touring	1,525	5 Touring	\$1,095	2 Roadster	\$1,695	PACKARD—8-cyl. 143 W. B.		STUDEBAKER—Six Six. 127 W. B.	
4 Coupe	1,795	5 Touring	\$1,095	KISSEL—8-cyl. 137 W. B.		PAIGE—6-cyl. 120 W. B.		7 Phaeton	\$1,775
CADILLAC—Standard. 132 W. B.		ELCAR—8-cyl. 127 W. B.		7 Sedan	\$3,085	4 Phaeton	\$2,165	5 Sedan	1,995
5 Brougham	\$2,995	5 Touring	\$2,165	LINCOLN—8-cyl. 136 W. B.		7 Phaeton	2,165	5 Coupe	2,045
4 Victoria	3,095	7 Touring	2,265	7 Touring	\$4,000	5 Brougham	2,395	STUTZ—6-cyl. 120 W. B.	
2 Coupe	3,045	7 Touring	2,265	4 Phaeton	4,000	5 Touring	\$3,750	5 Tourist	\$2,395
5 Coach	2,995	7 Touring	2,265	5 Coupe	4,600	4 Club Sedan	4,890	2 Roadster	2,395
CADILLAC—8-cyl. Custom. 138 W. B.		7 Sedan	2,765	LOCOMOBILE—6-cyl. "48." 142 W. B.		PAIGE—6-cyl. 120 W. B.		STUTZ—6-cyl. 130 W. B.	
5 Phaeton	\$3,250	ESSEX—6-cyl. 110½ W. B.		4 Touring	\$7,460	4 Phaeton	\$2,165	WILLIS-STE. CLAIRE—6-cyl. 127 W. B.	
7 Touring	3,250	5 Touring	\$795	4 Touring	\$7,460	7 Phaeton	2,165	7 Tourist	\$3,070
5 Coupe	4,000	5 Touring	\$795	4 Touring	\$7,460	5 Brougham	2,395	5 Sedan	2,325
5 Sedan	4,150	5 Touring	\$795	4 Touring	\$7,460	5 Brougham	2,395	5 Coupe	2,045
CASE—Model N. 122 W. B.		5 Touring	\$795	4 Touring	\$7,460	PACKARD—8-cyl. 136 W. B.		WILLIS-STE. CLAIRE—"C-68." 8-cyl. 127 W. B.	
5 Touring	\$1,595	5 Touring	\$795	4 Touring	\$7,460	5 Touring	\$3,750	5 Phaeton	\$1,450
3 Roadster	1,570	5 Touring	\$795	4 Touring	\$7,460	5 Sp. Roadster	2,195	4 Roadster	1,650
5 Suburban	2,290	5 Touring	\$795	4 Touring	\$7,460	PACKARD—8-cyl. 143 W. B.		3 Coupe	1,425
CASE—Model J. I. C. 122 W. B.		5 Touring	\$795	4 Touring	\$7,460	4 Touring	\$3,950	WILLIS-STE. CLAIRE—"C-68." 8-cyl. 127 W. B.	
5 Touring	\$1,885	5 Touring	\$795	4 Touring	\$7,460	4 Touring	\$3,950	5 Phaeton	\$1,450
3 Roadster	1,840	5 Touring	\$795	4 Touring	\$7,460	4 Touring	\$3,950	4 Roadster	1,650
5 Sport	2,160	5 Touring	\$795	4 Touring	\$7,460	4 Touring	\$3,950	3 Coupe	1,425
CASE—Model Y. 132 W. B.		5 Touring	\$795	4 Touring	\$7,460	4 Touring	\$3,950	WILLIS-STE. CLAIRE—"C-68." 8-cyl. 127 W. B.	
7 Touring	\$2,235	5 Touring	\$795	4 Touring	\$7,460	4 Touring	\$3,950	5 Phaeton	\$1,450
CHANDLER—123 W. B.		5 Touring	\$795	4 Touring	\$7,460	4 Touring	\$3,950	4 Roadster	1,650
5 Touring	\$1,495	5 Touring	\$795	4 Touring	\$7,460	4 Touring	\$3,950	3 Coupe	1,425
7 Touring	1,495	5 Touring	\$795	4 Touring	\$7,460	4 Touring	\$3,950	WILLIS-STE. CLAIRE—"C-68." 8-cyl. 127 W. B.	
5 Brom.	1,695	5 Touring	\$795	4 Touring	\$7,460	4 Touring	\$3,950	5 Phaeton	\$1,450
5 Roadster	1,695	5 Touring	\$795	4 Touring	\$7,460	4 Touring	\$3,950	4 Roadster	1,650
CHEVROLET—Superior. 103 W. B.		5 Touring	\$795	4 Touring	\$7,460	4 Touring	\$3,950	3 Coupe	1,425
2 Roadster	\$525	5 Touring	\$795	4 Touring	\$7,460	4 Touring	\$3,950	WILLIS-STE. CLAIRE—"C-68." 8-cyl. 127 W. B.	
5 Touring	525	5 Touring	\$795	4 Touring	\$7,460	4 Touring	\$3,950	5 Phaeton	\$1,450
2 Coupe	675	5 Touring	\$795	4 Touring	\$7,460	4 Touring	\$3,950	4 Roadster	1,650
CHRYSLER—6-cyl. 112½ W. B.		5 Touring	\$795	4 Touring	\$7,460	4 Touring	\$3,950	3 Coupe	1,425
5 Touring	\$1,395	5 Touring	\$795	4 Touring	\$7,460	4 Touring	\$3,950	WILLIS-STE. CLAIRE—"C-68." 8-cyl. 127 W. B.	
5 Coach	1,445	5 Touring	\$795	4 Touring	\$7,460	4 Touring	\$3,950	5 Phaeton	\$1,450
4 Roadster	1,625	5 Touring	\$795	4 Touring	\$7,460	4 Touring	\$3,950	4 Roadster	1,650
CHRYSLER—4-cyl. 109 W. B.		5 Touring	\$795	4 Touring	\$7,460	4 Touring	\$3,950	3 Coupe	1,425
5 Touring	\$895	5 Touring	\$795	4 Touring	\$7,460	4 Touring	\$3,950	WILLIS-STE. CLAIRE—"C-68." 8-cyl. 127 W. B.	
2 Coupe	995	5 Touring	\$795	4 Touring	\$7,460	4 Touring	\$3,950	5 Phaeton	\$1,450
CLEVELAND—6-cyl. 108½ W. B.		5 Touring	\$795	4 Touring	\$7,460	4 Touring	\$3,950	4 Roadster	1,650
5 Touring	\$895	5 Touring	\$795	4 Touring	\$7,460	4 Touring	\$3,950	3 Coupe	1,425
CLEVELAND—6-cyl. 115 W. B.		5 Touring	\$795	4 Touring	\$7,460	4 Touring	\$3,950	WILLIS-STE. CLAIRE—"C-68." 8-cyl. 127 W. B.	
5 Touring	\$1,095	5 Touring	\$795	4 Touring	\$7,460	4 Touring	\$3,950	5 Phaeton	\$1,450
5 Sport	1,245	5 Touring	\$795	4 Touring	\$7,460	4 Touring	\$3,950	4 Roadster	1,650
5 Coach	1,295	5 Touring	\$795	4 Touring	\$7,460	4 Touring	\$3,950	3 Coupe	1,425

Continuous Price Talk Hurts Used Car Ads

Dealer Body Says to Tell About Car Itself

WHAT is the most effective way of advertising used cars? The question has about as many answers as there are dealers.

It is the opinion of the Toledo Automotive Trades Association, which organization has given much thought and study to the used car situation, that much of the advertising and merchandising is detrimental—harmful to the individual dealer and damaging to the industry in general.

The Toledo organization strongly recommends used car copy that is constructive in its tone and message. Copy that will elevate the value of used cars rather than tear it down.

Headings Scored

Such headings as "Out They Go," "Forced to Sell," "Name Your Own Price and Terms," "Free Gasoline for a Year," "Free Coal With Every Car" and other pet headings that are found daily in the classified and display columns the Toledo association believes are most damaging.

Recently in a meeting of the association clippings of the advertisements run by many of the dealers were brought forth and read.

Headings that looked rather tame in the newspaper columns sounded ridiculous when read at a gathering of 100 men. Many large distributors, who had thought they were conducting a dignified, confidence-building enterprise, decided they were little better in their advertising methods than "wild-catters" and "gymps."

One distributor was called to his feet and as the heading of his used car advertisement which read "Woof, Woof" was called out the place rang with laughter. He was asked if he was conducting a legitimate used car department or whether he had added a dog kennel to his establishment.

Misleading Ads

Another distributor's advertisement had to be thoroughly digested to let the casual reader know whether he was in the coal business or conducting an automobile agency. His heading read: "A Ton of Coal Free With Each Car Sold." He admitted that his advertising was bad whereas he had rather prided himself in being able to offer something unique and different.

Other distributors were somewhat surprised to think that customers might believe them to be conducting a gas station rather than an automobile establishment, from the type of advertising that bears their name.

It was brought out that the public believes you are about what your advertising claims you to be, and many of them were convinced that this important feature of their business needed more personal attention than had been their custom to grant.

Too many special sales, the association members believe, is a bad policy to pursue. With sales and bigger sales appearing almost daily, it takes something of the dynamite type to cause the newspaper reader to pay more than passing attention.

Quality, Not Price.

Advertising that describes the particular qualities of a used car, its condition, its equipment and what the buyer can expect it to do when he becomes its owner, is believed to be more convincing in creating a sale than continuous talk of its low price, which on the face of it would cause the prospect to doubt its worth or quality.

Terms of payment properly written up, so that a prospect can understand just what the company expects of him, also is good copy to bring to the at-

The subject of used car advertising was given a thorough airing recently by the Toledo Automotive Trades Association. The study revealed a variety of practices. They found the price appeal inordinately stressed and too little attention given to building public confidence in the offerings. The conclusions, as outlined in this article, may suggest ways you can improve your used car copy.

tention of those interested in securing an automobile.

Educational copy on what is done to a car that is brought in on a trade before it is turned over to the used car sales department is also interesting to the man who wants to buy a good used car.

Price is the last thing that should be talked about, in the opinion of one of the most successful used car merchandisers who runs only constructive used car copy. The buyer, he says, is much more interested in the car, what it is like mechanically and what it will do in the months to come, than he is in price alone.

Free Insurance With Cars

The Summit Chevrolet Company, Akron, O., is conducting a novel used car sale and realizing exceptionally good results. The company is using large space in the newspapers and featuring free accident and sickness insurance with each car sold during the sale.

In case the buyer is unable to pay for his car (long time payments are offered) due to accident or sickness, the policy provides for indemnity equal to the monthly instalments if disabled for more than fifteen consecutive days.

In case of accidental death of purchaser all unpaid instalments are immediately paid and title to the car is given to the estate without further obligations. Thus in one move this company removes one of the fears of the automobile buyer who, over a period of time in making his payments, must consider sickness or accident if he intends to live up to his agreement.

FREE AIR RIDE FOR USED CAR BUYERS

The Englert-McKean Company, Oakland distributor, Pittsburgh, Pa., is offering a free airplane ride to every purchaser of a used car, and has engaged Capt. Jack Knight, a former army flyer, to furnish the aerial thrills for those who buy. Edgar McKean, head of the firm, says the thrill of a ride through the clouds has brought quite a number of customers to date.

The idea came from Mr. McKean himself, he having been a lieutenant in the army flying corps during the war.

Can your salesman answer any prospect's question about the line or its competitors?

Which of These Ads Do You Consider Good?



HERE are some typical examples of good and bad used car ads. 1. This is the type of copy the Toledo Automotive Trades Association believes is damaging to the dealer and detrimental to the used car business in general. 2. A constructive piece of advertising that will build confidence and place the used car business on a higher merchandising plane. 3. Too much emphasis on price—none on the cars themselves. 4. Price is here definitely soft-pedaled and quality brought to the fore.

Little Stories About Men You Know

INGLIS M. UPPERCU

LIKE most every other pioneer of the motor car industry, Inglis M. Uppercu, president of



the Uppercu Cadillac Corporation, New York city, has experienced the "thrill" that comes once in a lifetime, accompanied by that "grand and glorious feeling." They must have been his, not when he first sat behind the steering column of one of the oldtime "devil wagons" or "juggernauts of destruction," as they were called in those days; not when he opened the first honest-to-goodness garage and salesroom in Newark, N. J., but when he purchased the first car ever built by that other pioneer of the industry, Charles E. Duryea, of Reading, Pa., and had the honor of presenting it to the officials of the Smithsonian Institute at Washington, D. C.

Mr. Uppercu's first ascertained connection with the industry was with a company making a now completely forgotten relic of the past. So many of these old cars did he sell that the factory seriously considered turning over the entire plant to him.

It was shortly after quitting

this organization that, in 1902, he arrived at the cross roads of his career. Here he made the acquaintance of William V. Snyder, Jr., of Newark. They decided to enter the industry on what was then considered a lavish scale, and formed the Motor Car Company of New Jersey, with headquarters on Halsey Street, Newark. Incidentally, the original building is still standing and in use as a garage. This was the first automobile establishment in the city of Newark, if not in the entire state of New Jersey.

The company at various times handled the Packard, Autocar and Cadillac. This last particular make of car must have held a certain amount of fascination for Uppercu, for he has been associated with it ever since.

His success as a Cadillac dealer has been but little short of phenomenal. His farsightedness, pleasant personality, spirit of fair play, plus his typical American business acumen, have carried him far up the ladder to fame and fortune. Inglis M. Uppercu is a self-made man.

Today he has to his credit a Cadillac distributing organization owning outright branches in New York, Brooklyn, Bridgeport, New Rochelle, Poughkeepsie, White Plains and Newark.

Mr. Uppercu is a member of several prominent clubs and fraternal organizations, and president of the Aeromarine Corporation of America, which operates a fleet of commercial planes.

and a new one substituted, fitted it to the truck and had the owner on his way in a short space of time. Distance or time is no barrier to the Auto Tire Company service.

BUYERS NAME THEIR OWN PRICES

The Weeter Motor Company of Salt Lake City has announced a "Name Your Own Price Sale." Prospective purchasers are asked to make an offer for any car in which they are interested.

Each purchaser will be given a coupon with the car which will enable him to compete in a drawing contest in which 750 gallons of gasoline will be given away. The first prize is 500 gallons and the second 250 gallons.

FREE INSTALLATION

The Smith Auto Supply Company, Inc., Buffalo, with stores in Jamestown, Elmira, Canandaigua, Geneva, Pen Yan, Lockport and Niagara Falls, is advertising free parking space in rear of store and installation service on all accessories purchased at specific stores in the chain.

Caters to Those Going South

The Donovan Auto Supply Company, Lowell, Mass., is picking up some nice extra business through a new selling plan they are pushing in the local papers. This firm, located at Market and Palmer Streets, is appealing in their advertising to those who plan Florida trips by automobile.

To these the firm suggests that they call at the store and secure their equipment for the trip along with the advice of an expert, who traveled back and forth to Florida by motor many times. At the garage and store of the firm the embryo tourists will find a splendid line of tents, camp gasoline stoves, folding cot beds, robes, driving gloves, auto suit cases and luggage carriers, in addition to the regular line of accessories carried.

The display of this automobile equipment in itself brings many extra dollars into the firm's coffers from those who happen to stop for gas, oil or air.

NEW YORK DISTRIBUTOR ADDS SALESWOMAN

To take care of the increasing number of women buyers of Overlands and Willy-Knights, L. P. Dorsett, department manager, Willys-Overland, Inc., New York city, this week added to his sales staff a woman "salesman." The new "salesman" is Mrs. Victorine Lederer, who with her husband formerly held an automobile district agency franchise in Connecticut.

Besides being better able than a man to sell to a large percentage of women automobile buyers, Mrs. Lederer, having managed her own service station and shops in Connecticut, knows automobiles from the ground up, according to Mr. Dorsett. She has also made three transcontinental automobile trips and through this experience is better able to answer a lot of questions about running an automobile than many men salesmen along Broadway, says Mr. Dorsett.

TIRES ON HOOKS

A Hartford tire dealer evolved the idea of suspending tires from heavy iron hooks on two sides of his building as a means of drawing trade and has been gratified with the results. Each tire displayed carries the name, size and price. The stunt draws attention and has brought in many customers, the firm states. The motorist approaching from either direction at the intersection is certain to see the tires.

Keeping informed of the latest in merchandising is the best insurance.

Personal Paragraphs

San Antonio, Tex., Oct. 5 (U. T. P. S.).—Allison Miller has been assigned to the Dallas district of Dodge Brothers, Inc. His headquarters will be at San Antonio. He succeeds J. A. Bishop, who has been transferred to the Georgia territory with headquarters at Atlanta.

Olympia, Wash., Oct. 5.—A. C. St. John, president of the St. John Motor Company, Ford and Lincoln dealer of Chehalis, Wash., near here, is a trapshooter and sportsman of statewide reputation. At the Western Washington Fair at Puyallup recently, he broke 99 out of 100 birds, and won the western Washington title and a silver trophy.

Chicago, Oct. 5.—Fred C. Wendell, for eleven years associated with the sale of Pierce-Arrow cars in this city, has been promoted to the position of assistant to Frank Witt, retail sales manager of the Pierce-Arrow Sales Corporation.

Hartford, Conn., Oct. 5.—John F. Daly, treasurer of the Universal Auto Company, has resigned, and will open an automotive electrical service station at 115 Allyn St.

Topeka, Kan., Oct. 5.—Donald E. Rea has been placed in charge of the used car department of the Central Motors Company, Studebaker dealer.

Decatur, Ill., Oct. 5.—J. G. Parker, former local automobile man, has returned as a member of the Reo Auto Sales Company. He has been in California since leaving Decatur.

Chicago, Oct. 5.—L. B. Massey, who has had many years of ex-

perience selling trucks and trailers in Minneapolis, has joined the Diamond T Motor Car Company as district sales manager. The company is a large builder of motor trucks in the Chicago district.

Bartlett, Tenn., Oct. 5.—Bert Bates of the Bert Bates Motor Company, Ford dealer here, has sold his business to J. M. Hanley, Ford representative in Corinth, Miss., and Selmer, Tenn. Mr. Bates has joined the Price-Barwick Company in Memphis, Tenn., as a salesman.

St. Louis, Oct. 5 (U. T. P. S.).—Melville Levy, president of the Nash-Levy Motor Company, distributor for the Nash automobile in Kansas City, was a recent visitor here, having accompanied his wife to this city to participate in the women's golf tournament.

Hartford, Conn., Oct. 5.—Charles Bradford Beach, who has been with the L. & H. Motor Co., Hupmobile distributor, since the formation of the company six years ago, was recently elected vice-president of the company to succeed William P. Allen, resigned.

Chicago, Oct. 5.—Victor C. P. Drieske is now Western district manager for Rolls-Royce of America, Inc., with headquarters at the Chicago branch, 2512 Michigan Ave. His territory covers the Central and Southwest states.

St. Paul, Minn., Oct. 5.—M. H. Herschler has been added to the retail sales staff of the Twin City Motor Car Company, dealer for Hudson and Essex cars, 183 W. 5th St.

IMPROVEMENTS

New Bedford, Mass., Oct. 5.—One of the largest transactions in New Bedford automotive circles was put through last Wednesday when Everett H. Corsin, Packard and Wills-St. Claire dealer, bought the two-story, 200-car City Garage, now being completed at North 6th and Elm Streets. The purchase price, not given, was believed to have exceeded \$200,000. The Corsin concern will immediately remodel the ground floor into a showroom and will use the entire building for sales and service, commencing about October 15.

El Dorado, Ark., Oct. 5.—A \$7,500 building is being erected for the Bryant Motor Company on Elm Street. It will be 50 to 68 feet and will be ready by November 1.

Cheyenne, Wyo., Oct. 5.—W. H. Klienke, Cheyenne Dodge dealer, has leased a new garage building on 18th and Pioneer Streets. A showroom will be one of the new features.

Memphis, Tenn., Oct. 5.—The Automotive Electric Service Company, 180 South Dudley St., has made a ten-year lease on a building to be erected on Union Avenue. It will be 50 by 160 feet, will cost \$20,000 and will be ready by December 1.

Seattle, Wash., Oct. 5.—Recently W. L. Eaton, Dodge Brothers motor vehicle dealer, opened a new display room for used cars at 126 Westlake Avenue North, in the heart of the automobile and auto accessories district. He has space for the storage and display of about seventy-five cars. At the W. L. Eaton sales building, Pine Street and Summit Avenue, the firm will continue to handle both new and used Dodge Brothers cars and Graham Brothers trucks.

Fort Worth, Tex., Oct. 5 (U. T. P. S.).—Foster Jennings, Hupmobile dealer and distributor, plans a new building for his company to be specially arranged for displaying, storing and servicing Hupmobiles. It is expected to cost more than \$100,000.

Wahpeton, N. D., Oct. 5 (U. T. P. S.).—The Hoffman Motor Company has moved into its new garage, completed at a cost of \$16,000, and as near fireproof as possible. It was built to replace the one destroyed by fire last year, and has a showroom, office and stockroom. Carl Hoffman, the manager, said the company expects to give twenty-four hour service, for the first time at Wahpeton.

Hot Springs National Park, Ark., Oct. 5.—As soon as insurance adjustments are made, the Hamp Williams Auto Company building and contents, destroyed by fire, will be replaced with a new building and more complete equipment. It is announced by Porter Wilson, manager. The company is a Ford dealer. Hamp Williams is president and Sam Smith vice-president.

Olympia, Wash., Oct. 5.—A new cement, which sets in twenty-four hours, is being used to speed up construction of the new home of the Olympia Motors Company. The exterior of the building is to be terra cotta in Gothic style, and a marquee will be built around the entire outside. The structure is to be completed by November 15.

Incorporations

Springfield, Ill., Oct. 5.—New incorporations in Illinois include Blue Goose Motor Coach Company, Inc., 14 Public Square, Belleville, \$25,000; general transportation of passengers; James F. Maloney, Elmer H. Baldus and Ella M. Maloney.

Tafel Auto Sales Company, 907 Diversey Parkway, Chicago, \$20,000; to buy and sell used motor vehicles; Leokady Tafel, Philip A. Tafel and Frank Tafel, Jr.

Indianapolis, Oct. 5.—A new Indiana incorporation is that of the Yellow Garage Company, Terre Haute, \$10,000; to deal in motor cars and do a general storage and repair business; J. L. Lenhart, H. E. Lenhart and J. H. Steffen.

London Briefs

London, Oct. 5 (U. T. P. S.).—British automotive exports increased £183,464 in August this year, as compared with the corresponding month of 1924. The increase for the eight months this year, compared with last, is £2,136,938. Imports show a decline of £383,287 for August this year, as compared with August, 1924.

It is prophesied here that the three-wheeler, that cross between the full-blooded auto and the motorcycle, will come into fashion again. Before 1914 there were many vehicles of such a type to be seen, but since then they have been absent from the road. They belong more to the motorcycle industry than to the automobile, and it is rumored that one well known British firm is about to specialize in their manufacture.

British vanity has been considerably piqued by the assertion of a British automobile expert in Australia, in an article in the Commercial Motor, that American passenger carrying vehicles are holding the field in Australia, and that British vehicles are fast being superseded out there.

An up-to-date service depot has been opened in Highgate, London, by Maxwell Sales Company, the joint distributor of Chrysler cars. The company will be known in future as the Auto Sales Company.

The British army maneuvers are proving that the wars of the future will be won by motor transport. Of a great variety of trucks, tanks and tractors in use the Thornycroft "Hathi" is proving the most successful. It draws heavy howitzers and 60-pounder H. V. guns with ease, crossing gulleys with vertical banks 3 ft. high, exerts a steady draw-pull of 9,000 pounds, hauls a ten-ton trailer fully loaded up a grade of one in ten at seven miles an hour, and can travel through soft sand.

A company has just been formed to establish a port for transatlantic liners at Blacksod Bay, on the west coast of Ireland. An unidentified American financier is said to be the chairman of the new company. The Irish are enthusiastic over motor transport and have a predilection for American products.

Foreign Price Cut

London, (U. T. P. S.).—More price reductions for British cars are announced. The 14 h. p. Bean has been reduced in price from \$2,625 to approximately \$2,250. The two-seater, four-cylinder A. C. 12 h. p. autos are now listed at \$1,665 against \$1,875. The Rover Company has brought out a super model of its 9-20 h. p. auto. This is more expensive than the ordinary model and goes on the market at \$1,100 for the two-seater; \$1,125 for the four-seater; and \$1,425 for the saloon.

The new program of Morris Commercial Cars, Ltd., Birmingham, (a subsidiary of Morris Motors, Ltd., of Oxford), announces a reduction in price, with improved equipment, of the Morris 12-cwt. van, which is now to be marketed at a little under \$1,000. A new feature is the institution of a "service with purchase" scheme by which every purchaser receives a book of vouchers good for repairs to the value of \$15.

Dodge Bros. (Britain), Ltd., announce the following reductions:—Touring car..... £395 £355 Landauette..... 495 485 Saloon landauette..... 575 559 Graham Bros. 30-cwt. chassis..... 390 380 30-cwt. long wheelbase. 410 400

Paris, Oct. 4 (U. T. P. S.).—Citroen announces the following reductions in his English line: 11.4 h. p. 2-seater, English body, from £230 to £205; 4-seater from £230 to £205; 4-seater from £210, and all-steel saloon from £280 to £245. Most of the models in the Morgan range have been reduced about 5 per cent.

Classified Advertising

A SMALL "want-ad" in these classified columns will help you get what you want at least expense and bother to yourself, and in the shortest possible time.

You can now, for the first time in the history of the industry, send your classified advertisement overnight to thousands of automotive trade prospects—with no waste circulation.

Don't wait weeks for results—take the "short-cut" to the men you want to reach. Follow the path of least expense and least worry.

Put your message in words and let AUTOMOTIVE DAILY NEWS be your biggest salesman.

CLASSIFIED RATES

5c a word (per daily insertion)
If 6 consecutive insertions are used, the 6th insertion is free.
If 12 consecutive insertions are used, the 11th and 12th insertions are free. Minimum classified advertisement accepted, 12 words; if display type is used, 18 words. Maximum, as much as you like. Correct amount must accompany order or advertisement will not be inserted. Send cash, check, or money order to Automotive Daily News, 1926 Broadway, New York, N. Y.

BUSINESS OPPORTUNITIES

INCREASED loyalty, renewed ambition and greater pride in service from your men will result if they can qualify and receive the recognition as a certified service man; full information gladly furnished. Address Certified Service Men's Association, 224 East Market St., Greensboro, N. C.

HERE'S an idea for some live service station:—Why not hook up with a "wide awake" partner with capital, and run a chain of dealer and service stations? A classified ad will help you find the right kind of partner.

ESTABLISHED manufacturer wants article to make and sell strictly to jobbers of automotive supplies. Phone Longacre, 8536, or write Box No. 43, Automotive Daily News.

THE ADVERTISEMENT below contains 50 words, and at 5c a word will cost you \$2.50.

6 consecutive insertions, the sixth insertion free, will cost \$13.50.
12 insertions, the 11th and 12th insertions being free, will cost \$25.

EXPERIENCED automotive electrician wants form active silent partnership with live car dealer, tire dealer or garage man; will go anywhere; have all capital needed; what I want is to meet the right man; if you are turning electrical business away, here's a chance to "cash in" on it. Address Box No. —, Automotive Daily News.

EQUIPMENT

RADIATOR COVERS will soon be needed by every car owner. Write us for our money making proposition. Address Box No. 19, Automotive Daily News.

MATERIALS

YOUR CLASSIFIED advertisement here will reach daily the industry's largest purchasers of raw materials—cotton, crude rubber, chemicals, glass, hair, all kinds of metals, upholstery, and factory equipment and supplies.

PATENTS

PATENTS secured; trademarks registered. Benjamin Roman, patent lawyer, 154 Nassau St., New York.

PATENTS secured; trademarks registered. D. E. Stendal, 1170 Broadway (corner 28th St., New York.

PATENTS and trademark matters. Geo. A. Senior, 53 Park Lane, New York city.

PARTS

WE HAVE an exclusive jobbers proposition for the only complete standard line of water circulating pumps. A style to fit every purpose. Every boiling Ford prospect. Jobbers write for catalog and proposition. Address Box No. 5, Automotive Daily News.

SITUATION WANTED—MALE

THE AUTOMOTIVE DAILY NEWS reaches the important executives every day. It is the best medium for you to use when you desire to make a change or find a new connection without loss of time to yourself.

Dealer Doings

Dallas, Tex., Oct. 5.—Celebrating the completion of its first year in business, the Briggs-Brown Motor Company, Willys-Overland dealers, entertained fifty employees at a banquet in the Y. W. C. A. Building. The company is composed of Ralph Briggs and W. E. Brown and was formed to take over the local distribution which formerly had been handled by the Dallas factory branch of Willys-Overland, Inc. James P. Gough, factory branch manager, was among the guests.

Blytheville, Ark., Oct. 5.—The Jackson Motor Company has become dealer for the Durant automobile.

Marion, O., Oct. 5.—The Hoch Motor Sales Co., has taken over the dealership for the Jordan automobile.

Monroe City, Mo., Oct. 5.—Messrs. Burnett and Yocman, of Clarence, Mo., have formed the Monroe City Chevrolet Company, and will establish a Chevrolet dealership and general repair shop. J. C. Calvert heads the sales staff.

Columbus, O., Oct. 5.—O. G. Roberts has become an associate dealer for the Oldsmobile, the Moyer Oldsmobile Company announces.

Rochester, N. Y., Oct. 5.—The MacConnell Motor Corporation of 4322 Lake Ave., has been appointed Ford dealer in this city. William MacConnell is president.

Fire Losses

Butler, Pa., Oct. 3.—The garage and accessories store of Jones Brothers in Race Street was destroyed by fire, with a loss estimated at more than \$25,000. This included thirteen automobiles owned by persons who rented space in the garage. The loss on the building was about \$5,000.

Tacoma, Wash., Oct. 3 U. T. P. S.).—Fire in the used car department of the Mueller-Harkins Motor Company, Buick distributor, caused an estimated damage of \$55,000, covered by insurance. Thirty used cars were destroyed.

Auburn, Ala., Oct. 3.—Fire in the garage of A. Meadows caused a loss estimated at \$9,000, partly covered by insurance.

Racine, Wis., Oct. 5.—Fire in the building which houses the Standard Piston Pin Company and the Nielson Manufacturing Company caused damage estimated at \$2,000.

Bankruptcies

Waco, Tex., Oct. 5.—S. R. Robinson, retail dealer in oil and gasoline, has filed a voluntary petition in bankruptcy, listing his assets at \$6,065.61 and his liabilities at \$6,195.58.

Philadelphia, Pa., Oct. 5 (U. T. P. S.).—Franklin R. Rickhart, dealer in automobile accessories at 5037 North Second St., has filed a voluntary petition in bankruptcy, giving his liabilities at \$7,105 and assets at \$1,628.